NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

TO: Winners of TV Engineering Workshop Grants

FROM: Harry J. Skornia HJS:dk

DATE: July 5, 1955

You have been selected by the Engineering Committee as enrollees in the NAEB's Second TV Engineering Workshop. Congratulations!

Upon certification of completion of this Workshop, you will be reimbursed for all reasonable travel expense to and from East Lansing from your place of residence and will be allowed $40.00 for food and lodging. This is the estimate for the full cost of these items for the entire period at East Lansing.

Enclosed is a list of successful applicants for the Workshop. You will soon be receiving additional useful information on the Workshop, including the tentative program. In order that the program of the Workshop may begin at 8 a.m. Monday, September 12, 1955, you should plan to arrive sometime Sunday afternoon, September 11, for room assignment at Butterfield Dormitory. Registration will be held at the Conference Desk at the Kellogg Center between 6:30 and 7:30 p.m. Sunday evening to be followed by a get-acquainted orientation session in the Lounge Room at Kellogg Center.

Please confirm to me your acceptance by acknowledging this notification. In the near future you will receive further details from Cecil Bidlack, who is now in charge on behalf of the Engineering Committee and its chairman Carl Menzer. Please address any questions to Mr. Bidlack.

Meanwhile, best wishes for a fine session.

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Winners of 1955 TV Engineering Workshop Grants

1. Andresen, Emil H. - Chief Engineer, Radio Station WBEZ, Board of Education, 228 North La Salle Street, Chicago 1, Illinois.

2. Arnold, Edward J. - Technical Consultant, Channel 24, Baltimore Community Educational TV, Inc., 1121 Ramblewood Road, Baltimore 12, Maryland.

3. Baird, Robert E. - Chief Engineer, Radio Station KWSC, State College of Washington, Pullman, Washington.

4. Benson, William Gordon - Transmitter Supervisor, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota.

5. Berbaum, Clarence - Assistant Chief Engineer, University of Illinois, Television-Motion Picture Unit, 228 Gregory Hall, Urbana, Illinois.

6. Boggioni, A. J. - Radio Engineer, Radio Station WOSU, The Ohio State University, Columbus 10, Ohio.

7. Byrd, Jim - Chief Engineer, Television Station KUHT, Cullen Boulevard, Houston, Texas.

8. Colaw, Donald W. - Assistant Broadcast Engineer, University of Illinois, Television-Motion Picture Unit, 228 Gregory Hall, Urbana, Illinois.

9. Evans, Herb - Chief Engineer, Radio Station WTHS-TV, 275 N. W. Second Street, Miami 36, Florida.

10. Gorsuch, Harold D. - Chief Radio Operator, Radio Station WOSU, The Ohio State University, Columbus 10, Ohio.

11. Higgy, R. C. - Director, Radio Station WOSU, The Ohio State University, Columbus, 10, Ohio.

12. Johnson, James R. - Supervisor of Engineering Tests, Television Station WOI-TV, Iowa State College, Ames, Iowa.

13. Kaspar, Vernon J. - Engineer-in-charge, WOI-TV Studios, Television Station WOI-TV, Iowa State College, Ames, Iowa.

14. Kossuth, Keith - Chief Television Engineer, Wayne University, 4841 Cass Avenue, Detroit 1, Michigan.

15. Larson, Lawrence A. - Studio Supervisor, KUOM-AM and Television Kinescope Project, University of Minnesota, Minneapolis, Minnesota.

16. Louis, Wolcott B. - Assistant Supervisor in charge of Technical Operation, Radio Station WBOE, Cleveland Board of Education, Cleveland, Ohio.

17. McClamrock, John - Chief Engineer, Radio Station KTOY, Tacoma Public Schools, 1101 South Yakima Avenue, Tacoma 3, Washington.

18. Menzer, Carl H. - Director, Radio Stations WSUI-KSUI, State University of Iowa, Iowa City, Iowa.

19. Phillips, C. D. - Chief Engineer, TV Laboratory, State University of Iowa, Iowa City, Iowa.

20. Rawson, Merlyn D. - Chief Engineer, Radio Station KUSC-FM, University of Southern California, 3518 University Avenue, Los Angeles 7, California.

21. Reed, Lawrence - Chief Engineer, Station KQED-TV, Bay Area ETV Association, 165 Post Street, San Francisco, California.

22. Richardson, Arthur W. - Chief Engineer, Station WGBH-TV, Lowell Institute Cooperative Broadcasting Council, 84 Massachusetts Avenue, Cambridge 39, Mass.

23. Stiehl, John H. - Chief Engineer, Stations WHA-AM-FM-TV, University of Wisconsin, Madison, Wisconsin.

24. Townsley, Ralph R. - Chief Engineer, Radio Station WBAA, Purdue University, Lafayette, Indiana.

25. Uhrig, Arley F. - Chief Engineer, Television Station WHA-TV, University of Wisconsin, Madison, Wisconsin.

REPORT OF NEW EQUIPMENT SHOWN AT 1955 NARTB EQUIPMENT EXHIBIT

In order that NAEB members may be kept informed of new developments in the field of radio and television equipment, the NAEB Engineering Committee submits the following report. No attempt is made to describe equipment which has been on the market for some time and with which most are familiar. Much of such equipment was covered in the Committee's report of 1953. Neither is any attempt made to describe equipment which obviously would not interest members of the organization. The following description covers new equipment briefly but if more information is desired, it may be obtained by directing your request to NAEB Headquarters or by writing direct to the manufacturer.

STUDIO TV PICKUP METHODS - COLOR AND MONOCHROME:

The big three in television equipment, RCA, GE and DuMont all displayed color apparatus utilizing drastically different principles of operation. Of these, the demonstrations of the RCA system using three orthicon (or three vidicons) as well as the GE system using the field sequential color wheel were essentially repeat performances of demonstrations made at previous conventions with some refinements and alterations added. On the other hand, the equipment and methods shown by DuMont represent a severe departure from practices now in use for studio pickup of black and white as well as color television pictures.

Since there is a considerable amount of information available elsewhere regarding the currently established picture pickup methods it would be superfluous to go into detail herein regarding them. All have been shown to be more or less effective for particular usages and will continue to represent current standards until newly proposed systems such as DuMont's can be proven in the field. The DuMont system, therefore, merits extended comment herewith largely because of its contemporary nature rather than its proven superiority. Perhaps the simplest method of explaining the DuMont system is to say that it represents an extension of "flying spot" scanner technique into the design of live studio pickup apparatus. In order to effect such a system the flying spot light source is placed on the camera dolly and banks of simple photoelectric cells are located at the various points normally occupied by studio lights.

As the pencil of light emitting from the flying spot source scans across the various portions of the subject, the instantaneous reflected light from the scene is collected by the photo-cell banks, thus generating the video signal. It is

interesting that, despite the fact that the light source and the pickup device are in these reciprocal positions, the general operating functions are very similar if not identical to present methods.

For instance:

1. Depth of field is determined by the F stop of the light source lens.
2. The locations of the various multiple banks of photo-cells contribute pickup detail which corresponds to that of similarly located lighting units in conventional camera systems (i. e. one bank of photo-cells may pickup "backlight" while another unit picks up key light etc.).
3. Elimination of shadows in the scene is carried out by carefully balancing the location of photo-cell banks in a manner similar to the placement of lighting units in present studio techniques.
4. Panning, dollying, focussing and all other operations attendant to the mobile light source have the same effect on the picture as corresponding functions of a conventional camera.

Of course the fact that such a system can be shown to work on a reciprocal basis as compared with current methods is not alone a statement of superiority or even equivalence from an over-all standpoint. Rather, the advantages lie in the apparent simplification of the apparatus required and the simplicity with which color pictures may be produced.

In the apparatus demonstrated each photo-cell pickup unit was equipped with three photoelectric circuits for picking up the red, green and blue color components corresponding to established color techniques. Individual outputs of these banks were switched and controlled in a manner similar to the way conventional studio lights are handled. Thereafter the resulting color balanced signals were treated in the usual manner resulting in an encoded composite color video signal.

The mobile light source was mounted in a standard camera housing.

The light was generated by a high intensity kinescope tube in conjunction with an appropriate lens system. Since the principal video signals never pass through this mobile unit and its cables, a considerable reduction in cross-talk between video circuits and sweep circuits results. A first reaction might be that this is more than offset by the lack of available light as compared with current methods; however, the instantaneous intensity of the flying spot is considerably higher than the eye might indicate, therefore the practical signal to noise ratio is more determined by photo-cell noise and the ambient darkness of the studio location than by other circuit factors. Since conventional studio illumination is eliminated there is a drastic reduction in the cost of electrical energy expended for studio lights.

This latter fact, desirable as it may seem, leads into an enumeration of some of the shortcomings of the system at its present state of development.

First of all, the system must be operated in a light-proof studio in which general illumination, if desired, must be obtained from pulsed light sources which are keyed on only during the television blanking-period. This is of course necessary so as to permit the photo-cell units to respond only to the light produced by the flying spot source.

Unless new and ingenuous adjuncts to the system might be evolved it is difficult to see how the flying spot technique will ever be capable of operation out-of-doors where random light cannot be controlled.

Contrasting some of the simplifications which the system provides, there

are additional complications. For instance the method requires that the user provide his plant with a considerable number of photoelectric pickup units--the average cost of which will run higher than simple lighting units and cabling.

In addition to the foregoing there are a number of new and unusual factors both good and bad which result from this system. Over-all color and picture stability seems good once proper parometers have been arrived at. Asking prices for the equipment is low as compared with that of other color pickup apparatus presently available.

Contrasting these factors, however, is the unescapable conclusion that the system as proposed lacks the acid test of extended trail and use under actual operating conditions. All in all the system deserves sincere scrutiny and interest on the part of all potential users until such a time as its scope and effectiveness can be determined.

LOW-POWER - LOW COST TELEVISION INSTALLATION:

One of the newest innovations in the television industry today is the low power-low cost television transmitter installation. Two companies demonstrated these transmitters. They were the Dage Television Company and the Adler Communications Laboratory. Package units, consisting of antenna, transmitter, control console, vidicon live and film pick-up mechanisms, were being offered for a little over $ 50,000.00. The transmitter power outputs ranged from 150 to 200 watts peak power output in both the vhf and uhf spectrums. Recommended for use with these transmitters was a simple ring type stacked antenna, having a gain of

approximately three, giving an ERP in the vicinity of 600 watts, depending on feed line losses.

The FCC permits operation of the above mentioned ERP in cities of less than 50,000 population with the stipulation that a Grade A signal be maintained over the metropolitan area to be served.

Of the two companies represented, Dage presented a smaller physical yet larger electrical transmitter (200 watts peak video output). Their transmitter was actually manufactured by the Gates Radio Company. It appears to be well constructed with a high degree of physical accessibility, but did not contain a sweep generator for alignment nor an aural demodulator. They use the air cooled Tetrode 4X-150A output stage. The selling price of the transmitter alone was $8950.00. Several packages were suggested by Dage, priced as follows:

1. Transmitter equipment, including transmitter, antenna (radiator only) and transmission lines, excluding tower - $10,076.00.
2. Film and network programs only, including the above mentioned transmitter equipment, film camera pick-up system, audio equipment, miscellaneous equipment and testing accessories, including spare tubes - $34,904.41.
3. Film, network, live studio presentations (single studio camera). included in this package were all the items mentioned above, plus a studio camera, switch gear, studio audio equipment, and studio lighting equipment - $45,865.85.
4. Film network for live studio presentations (two camera studio). This

plan included the equipment mentioned above with an additional camera for a total cost of $51,382.93.

The live studio cameras and film pick-up camera were, of course, of the vidicon type.

The Adler Communications Laboratory, on the other hand, demonstrated both a VHF and UHF model. Both were rated at 150 watts peak output and both had built-in sweep generators for alignment. The ACL transmitters were physically larger than the Dage transmitter. However, the VHF model sells for $7,500, and the UHF for $13,865. These prices, of course, do not include accessories.

Another feature of the ACL transmitter was the fact that the audio and video signals were amplified by a common amplifier and thus only one coaxial feed to the antenna is required; whereas, the Dage equipment requires two coaxial feed lines - one for the aural and one for the video. ACL transmitters have both built in picture and sound monitoring equipment, plus an audio tone generator for test purposes or for use behind a test pattern. Both the UHF and VHF ACL transmitters used the 4X-150A air cooled tetrode as an output amplifier. The ACL company recommended their equipment as a satelite or booster, as well as for completely independent origination.

VIDICON LIVE AND FILM PICK UP CAMERAS:

Several companies demonstrated vidicon camera pick-up equipment. Of the companies demonstrating live vidicon camera pick-up devices, one outstanding

demonstration was made by the Kay Lab. Among other things this company has installed a five inch black and white electronic viewfinder in their cameras. Their cameras have a four lens turret. They have both the portable and studio control units available, and their cameras appear to be ruggedly constructed from a mechanical standpoint. The same vidicon pick-up unit, that is vidicon tube and deflection coils only, could be purchased for use as the film pick-up device. For an additional expenditure, this same vidicon and deflection coil could be installed in a studio camera housing for live camera pick-up.

Sarkes - Tarzianalso demonstrated a live vidicon pick-up camera, which had a five inch viewfinder similar to the Kay Lab, but it had only three lenses on its turret.

The Dage Company, of course, demonstrated their live camera pick-up unit, which has not changed in its specifications appreciably from previous years. It still contains a green three inch viewfinder and retains the same over-all dimensions. However, the Date Company demonstrated a rather simple remote control unit for the vidicon camera which allowed the operator to pan, tilt, change lenses, and focus from a remote situation.

Many of the companies demonstrated film pick-up devices using vidicon. The Dage Company, of course, demonstrated that their normal studio cameras could be fed with film. However, they also had a newly designed vidicon film pick-up unit which could be expanded to include 3-V color pick-up.

This same camera was used by Telechrome. It appeared to be a reasonably simple pick-up device with three amplifiers that could be opened for servicing. The control monitor contained three small rectangular faced cathode ray tubes and displayed the red, green and blue signal coming from the camera pick-up device.

GPL and RCA also demonstrated a 3-V film pick-up unit. GPL's unit was fed with a 3-2 pulldown GPL projector and appeared to give very good results. The RCA 3-V system had been expanded to include a multiplexer which would allow the previewing of unused machine on a black and white vidicon pick-up unit. This unit used a TP-6, 16mm professional projector with a long application light pulse. The RCA equipment appeared to be very ruggedly constructed. However, in the low price field, there is now available a 3-2 pulldown projector suitable for color, or black and white, having either optical or magnetic sound available, manufactured by Bell & Howell, and called "The Jan" Bell & Howell projector. It costs under $2,000 and requires servicing only every 2000 hours of operation, as opposed to the normal 100 hours between servicing on most other projectors. This projector, along with one manufactured by Dage, was seen in use at most of the low cost installation demonstrations.

NEW AM TRANSMITTERS:

One of the exhibits at the RCA booth at the NAMB show featured a special tube - A RCA 5671 multistrand thoriated tungsten filament high power tube for AM transmitters. This tube is featured in a new amplitude-modulation process RCA is introducing and which RCA says will revolutionize AM broadcasting as much as did the high-level modulation circuit of a few years ago. The modulation

process is a phase-modulation principle, achieved by the use of two RCA 5671 tubes. The power output of two tubes is 50 KW or more. Only a few watts of power is required to modulate them, compared to as much as 35 KW of audio power required to modulate the ordinary 50 KW AM transmitter. The unit cost is $1250. However, comparing this again to the other high power stages of AM transmitters, usually one would find as many as four of such tubes. So the cost of such an amplifier is much less, the operating cost is much less, the space required as well as the necessary associated equipment is much less than that found in other standard installations of the past. It would seem as though this idea may well set a new standard. Reports are that the new RCA type BTA 50-G transmitter will be on the market late this year and will utilize this new modulation principle. In all probability 5 KW stations will be able to purchase tubes of this type and replace older equipment in the not too distant future. Tube life of this unit is considered very good. The filament current requirement is much less than ordinary high power tubes similar in type.

RADIO COMMUNICATIONS SYSTEMS:

Another item of considerable interest at the NARTB convention was the radio-communication systems on display. With the situation so many stations are experiencing with lack of communication facilities from remote to studio, radio communication equipment becomes a necessity for coordinating program services and equipment line-ups. Several systems are available on the market, working in the 25 to 26 megacycle range. The transmitters operate with a low power, of approximately 2 watts, and high gain reflectors are used to obtain maximum service range. Rayetheon is marketing a highly portable combination transmitter-receiver either for fixed or mobile use. If only one way communication

is desired, such as studio to transmitter, a semi-permanent setup can be made and information passed from the studio to transmitter, for cueing, switching, or other operational information. During alignment processes. Such equipment is extremely important. RCA has developed equipment similar and it too has been on the market for some time. This is not the end of the list of manufacturers who have marketed such items. However, the need for such equipment seems to have reached a new high, and the use of such equipment offers a much cheaper facility in some instances than does a telephone circuit. Radio communication equipment is more flexible and covers a greater multitude of communication requirements under situations where telephones often are not readily available.

CONELRAD RECEIVER:

The Karr Engineering Corp., at Palo Alto, California, is now producing an inexpensive radio alert receiver built for twenty-four hour service. The Karr Conelert provides an automatic alarm with both visual and aural warning. Three pre-set channels are available on a selector switch in addition to the two Conelrad channels. Loss of carrier activates a red indicator lamp on the front panel, a 6.3 volt AC external alarm and a speaker for monitoring CONELRAD messages. The Conelert has a sensitivity of fifteen microvolts and is available in a cabinet or for rack mounting.

TELEVISION MONITORS:

Conrac, Inc., of Glendora, California has introduced a new inexpensive line of professional and general purpose TV monitors and an audio-video tuner. The monitors feature operating and maintenance conveniences. All controls are located

in a recessed panel on the front of the unit. The video bandwidth is essentially flat to 5.5 mc and is 6DB down at 6.5 mc. The tuner, model AV-12, is designed for monitoring, video recording or re-broadcasting operations. It supplies composite video and separate audio from "off-the-air" signals. The video bandwidth can be aligned within plus or minus1DB to 4.1 megacycles for the reception of NTSC color signals. A 12 position cascode type tuner is normally supplied with coils for the VHF channels. Coil strips are available for UHF. The video output stage is a cathode follower and will deliver 1.4 volts to a 75 ohm load.

PROMPTING EQUIPMENT PROGRESS:

The TelePrompter Corp., successfully demonstrated a prototype model of a Teletype TelePrompter. Culminating a period of extensive development work, the company expects to go into production shortly with the construction of a new TelePrompter script writing device that operates via punched tape to an automatic videotyper.

PRE-SET LIGHT CONTROLS:

General Communications is now marketing a compact light control system. The control panel is small enough to be mounted on the horizontal section of a video control console. It can be fabricated for rack or turret mounting.

Each panel controls six sets of six lights each. Twenty ampere relays are provided. Lever type keys are used throughout. Control panels may be multiplied. The lighting relays are operated "on" or "off" and require no holding current.

FM MULTIPLEXING:

Considerable interest has been shown by several NAEB members in the use of FM Multiplex operation. A report by the NAEB Engineering Committee about one year ago indicated that no such equipment was available on the market at that time. Recently, however, the Multiplex Services Corporation, 25 Vanderbilt Ave., New York has developed and is marketing equipment for this use. It was shown and demonstrated at the NARTB equipment exhibit and this "Multicasting" equipment is described in this report.

By the use of multiplex equipment it is possible to use an FM transmitter for broadcasting the regular program on the assigned frequency and at the same time broadcast one or more other, and differing, programs from the same transmitter. This is accomplished by super-imposing one or more FM subcarriers on the main carrier of the FM station. A special multiplex modulator unit must be installed at the transmitter for each multiplexed subcarrier. In operation, the main carrier (or regular program service) is received as before. However, it is necessary to use a special adaptor with each receiver to receive the multiplexed subcarrier. At present, using the main carrier channel and one multiplexed channel, it is possible to transmit an audio frequency range of 50 - 15000 cycles per second on each channel. If more than one multiplexed subcarrier channel is used, the audio frequency range is limited to 50 - 8500 cyles per second.

NAEB members may be interested in this system if they are close enough to form a local network. In such an application the main carrier would be used for regular broadcasting and the subcarrier used as a relay transmission link. Costs

are in the neighborhood of $5000 for transmitting equipment to replace present modulator and driver amplifier and provide one subcarrier channel. Receiver adapters cost about $70 each or a complete receiver for the subcarrier channel sells for about $100. Transmitting equipment is manufactured by the Gates Company and receiving equipment by the Browning Laboratories.

The NAEB Engineering Committee is presently working on various types of networks to supplement the tape network and the FM multiplex system may offer a solution to the problem in certain areas. However, as the range of the multiplex system is the same as the present FM transmitter range, distances between member stations is too great to organize a practical national network or even a regional network in any but a few localities. Local networks in some areas do appear to be a possibility. A further report will be forthcoming.

THE NAEB ENGINEERING COMMITTEE

John Brugger, WILL
Robt. Higgy, WOSU
Berten Holmberg, KUOM
Keith Ketcham, WOI
Edw. Kratt, WNYE
C. H. Menzer, WSUI (Chairman)

REPORT OF NAEB ENGINEERING COMMITTEE MEETING
Washington D.C. May 23-24, 1955

Present: Brugger, Holmberg, Ketcham, Kratt, Menzer.
Absent: Higgy.
Also present were Mr. C.S. Bidlack, NAEB Engineer and Mr. C.M. Braum, JCET Engineer.

The NAEB Engineering Committee met in the Ambassador Hotel, Washington, D.C., during the morning and evening of May 23 and during the morning and afternoon of May 24. The afternoon of May 23 was spent inspecting new equipment shown by manufacturers at the NARTB equipment show. A separate report covering new equipment is being submitted. Topics discussed were as follows:

A. Report of new equipment.
B. 1955 NAEB Engineering Workshop.
C. FM multiplex and how it may be of use to NAEB.
D. Improvements in NAEB tape network.
E. Need for FM daytime test period.
F. Proposed FCC regulations re harmonic and spurious radiation.
G. Progress of attempt to get professional recognition and advancement, and discussion of lack of personnel, wage scales, job classifications, wage equalization, etc.
H. Funds for visits of TV engineers to other operating stations.
I. Study of NARTB Engineering Committee and future exchanges with this committee.
J. Pool of test equipment.
K. NAEB network - FM, AM, Line, Microwave, FM Multiplex.
L. Standards for video recording.
M. Attendance of engineers at NAEB convention - meetings.
N. Technical reports and contributions to NAEB Newsletter.
O. Use of Roster of technical personnel.
Q. UHF problems.

A brief report of the discussions, progress and recommendations covering the above list follows:

A. Report of new equipment: The Committee spent the afternoon of May 23 inspecting new equipment shown by manufacturers at the NARTB equipment show. A report covering such new equipment is being submitted separately. In view of the fact that a similar report was submitted two years ago, only newly introduced equipment is covered and an attempt made to show how it may be of value to NAEB members.

B. 1955 NAEB Engineering Workshop: A report was made by Mr. Bidlack on progress to date. The program structure as well as applications were discussed. Program details were decided and a complete outline is available from Mr. Bidlack. It was thought that more applications from qualified individuals would be received before June 1. If however, this was not the case, it was suggested that the deadline for applications be extended until July 1 and efforts made to urge candidates to apply. It is hoped that a more qualified list of registrants might thereby be available for assignment.

C. FM Multiplex and how it may be of use to NAEB: Heretofore FM Multiplex equipment has not been available. However, at the NARTB equipment display such equipment was shown and tested under actual operating conditions. A complete report is being submitted in the separate equipment report. Its use by NAEB members is covered in this section under " K - NAEB Network".

D. Improvements in NAEB Tape Network: It is recognized that the tape network is one of the most important projects of NAEB and that the quality of this service should be of constant concern. Improvements have been noted since Mr. Bidlack has been supervising the maintenance of the duplicator. With the installation of new full-track heads, it is expected that duplication at headquarters will be of highest quality. In order to maintain such quality it is necessary that equipment maintenance be carefully supervised and that adequate test equipment be made available for this purpose. If this is done, any degraded quality will be the result of inferior or poorly adjusted equipment used by members for either play-back or the recording of masters. The Engineering Committee therefore recommends that, as soon as possible, funds be made available to secure adequate test equipment for this purpose. The Committee, through the Newsletter, plans to urge members to follow maintenance instructions according to the Engineering Committee publication covering this matter. In order to be assured of highest quality masters, it is proposed that each station submitting masters for duplication be asked to supply test tapes to the Committee for analysis and a report. Mr. Edward Kratt has agreed to start this service in September 1955. If tapes are sent to Mr. Kratt, Station WNYE, 23 Fort Greene Place, Brooklyn, N.Y., he will make the analysis and report and return the tapes to the NAEB library. Such a procedure should assure us of high quality master recordings.

Tapes sent to Mr. Kratt should indicate the type of machine on which they were made and should be recorded as follows:

Tapes should be recorded at 7 1/2 inches per second.

For all tests the recording amplifier should be adjusted for normal operating level and not changed during the test recording. Normal operating level is defined as 10 DB below the point where distortion reaches 3% with a 400 cps tone.

1. One minute of continuous 5000 cps tone followed by two minutes of continuous 7500 cps tone.
   (To check head alignment)

2. Two minutes of continuous 400 cps tone.
   (To check distortion)

3. Two minutes of no recorded sound (blank tape) accomplished by disconnecting oscillator and terminating the input of the recording amplifier with a matching resistor.
   (To check noise)

4. Continuous tones as indicated below:

400	cps	30	seconds
50	"	10	"
100	"	10	"
200	"	10	"
500	"	10	"
1000	"	10	"
2000	"	10	"
4000	"	10	"
5000	"	10	"
6000	"	10	"
7500	"	10	"
10000	"	10	"
400	"	10	"

(To check frequency characteristic)

5. Record five short pulses of 3000 cps tone one second apart. The start of the fifth pulse will be used as a starting time reference. After a few seconds silence, record a 3000 cps tone for approximately 14 minutes followed by another few seconds of silence. Then record five more pulses at one second intervals with the start of the fifth pulse exactly 15 minutes after the starting time reference noted above.
(To check timing, flutter and wow)

It is thought that if these test tapes can be obtained and analyzed before masters are made, we can be assured of highest quality results throughout the tape network operation. In case any irregularity is observed, it can be immediately spotted and corrected.

E. Need for FM daytime test period: Several member stations, especially those operated by public school systems, have expressed the desire for a daytime test period, indicating the extreme difficulty of testing during the hours of 1:00 - 6:00 am. This matter was discussed and some hesitancy shown to a formal request from the NAEB to the FCC for such a special privilege. This because the purpose of the present test period was to reduce interference and such interference could be as objectionable from educational FM stations as from any others. The matter was referred to Mr. Braum who contacted the FCC and reported as follows: The FCC will accept requests for special temporary authority to conduct tests of FM transmitters during the daytime hours, and whenever possible such permission will be granted. It was also indicated that authority to conduct these daytime tests might be granted for rather extended periods, but it is advised that the actual time of such test be limited to possibly 15 minutes before the regular broadcast day and that no more than two sustained frequencies be used during any single test period.

F. Proposed FCC regulations re harmonic and spurious radiation. This matter was discussed at length and Mr. Braum reported that there was presently considerable question as to the exact proposed requirements and methods.

Although the deadline for comments is close, it is expected that an extension of time would be granted to clarify the situation. The Committee felt that it did not possess sufficient data of a technical nature to submit comments and decided to take no action at present but to follow the matter closely and be prepared to act if it becomes necessary.

G. Progress of attempt to get professional recognition and advancement, discussion of wage scales, job classifications, wage equalization, lack of personnel, etc. The Committee has had these matters under study since the last meeting. The first step was to obtain a roster of technical personnel and this has been prepared by Mr. Bidlack. It is planned to continue the study with information regarding job classifications from various sources including information available from other NAEB committees. In order to organize continuing work in the best possible way, the Committee decided to conduct a pilot survey among Committee members. When this is completed it will allow us to better plan future action involving the membership as a whole.

H. Funds for visits of TV engineers to other operating stations. This project was investigated by Mr. Bidlack through contact with Mr. Shilen of FAE and information received that the FAE is no longer offering scholarships through his office. It has been indicated, however, that the Center is interested in such work and may be able to assist to a limited degree. This source will be investigated.

I. Study of NARTB Engineering Committee and future exchanges with this committee. It is thought that there might be considerable value to both the NARTB and NAEB Engineering Committees if these two bodies could work cooperatively, especially on certain special projects. Mr. Braum has agreed to discuss the matter with Mr. Prose Walker of the NARTB Engineering Committee as soon as the rush of the NARTB convention is over, and report to this committee. Through Mr. Braum's efforts, Mr. Walker was kind enough to allow NAEB Committee members to register for the NARTB engineering conference although some were not NARTB members.

J. Pool of test equipment. Many times tests of station equipment are necessary or desirable and proper test equipment is not available either because the individual station cannot afford it or because its infrequent use does not justify the expenditure. Such test equipment may be available at other member stations. The Committee chairman expects to contact engineers at NAEB stations and prepare a list of such test equipment and its location along with information as to the conditions under which it may be loaned or rented to other members. When this list is completed it should be published and kept up to date.

K. NAEB network - FM, AM, Line, Microwave, FM Multiplex. For some time the Committee has been considering the feasibility of an NAEB network to supplement the present tape network. Various methods, or combinations of methods, listed above are being studied. A report on the practibility of using present educational FM

transmitters for a regional network covering the midwest was made. Due to lengthy gaps between key stations, this first plan does not seem feasible. Local networks were discussed and in some areas this plan would seem to offer possibilities. In order to secure more data on the use of wire lines for NAEB network purposes, information is now being collected which will outline the costs to join 10 major NAEB stations and perhaps several other branch outlets. The plan is arranged so each station can contribute programs at any time. A report on this plan will be submitted later. With the advent of FM multiplex equipment it was thought that such a system might offer possibilities for a network. However, such a plan is faced with the same difficulties as the FM network noted above: It may offer possibilities for a local network but distances from key stations are too great for satisfactory operation as a regional or national network. The Committee expects to continue work on this project and perhaps, with a combination of all facilities, some practical scheme may develop which will allow the formation of an NAEB network at a reasonable cost.

L. Standards for video recording. A sincere effort has been made to contact all interested parties with a view of setting up standards for video recording. Thus far a few offers to cooperate have been secured but in many cases those who should have a stake in the project have shown little interest. Standards of this nature, to be worth while, must have the complete cooperation of everyone. After much discussion the Committee agreed that it should keep the project alive but should expend its efforts in the immediate future toward the following objectives:

1. Continue the publication of papers on video recording.
2. Consider the possibility of preparing a "handbook" for video recorder operators which would contain all available information obtained from any reliable source, and to which supplements could be added as more information is secured.
3. Arrange for a film to be produced by each of the operators of video recording equipment and submitted to processor (Ireland suggested) for processing by the same methods at the same time. Information regarding lighting, kinescope settings, etc., should also be supplied. If this is done, an evaluation can be made which should be of considerable value to all operators. The Committee will consider means of organizing such tests as well as financing them.

M. NAEB convention and attendance of NAEB engineers at this and other meetings. The results of our efforts to get attendance of technical personnel at NAEB conventions has been discouraging. This is due to several obvious reasons. The Committee will continue to urge technical personnel to attend convention meetings and technical meetings whenever possible. Perhaps, if sufficient interest is aroused, it may be possible to set up some regional technical meetings. As an experiment, plans were discussed to hold such a meeting with engineers from WILL, WSUI and WOI at some central location. The engineering workshop of 1954 was the first opportunity NAEB engineers have ever had to get together and the results were valuable and interesting. It is hoped that the 1955 workshop will prove equally so. Several projects are underway to create interest among NAEB technical personnel and the Committee feels that this situation will improve with time.

N. Technical reports and contributions to NAEB Newsletter. It is the opinion of the Committee that much valuable information suitable for use in the engineering supplement of the Newsletter is available from NAEB engineering personnel. Also, that this group is a potential source for technical publications. Thus far such contributions have been few. It is thought that the problem can be solved and the method is described in paragraph "O" which follows. Meanwhile, the Committee will search for material for technical publications and Mr. Bidlack has been doing an admirable job with the Newsletter supplement. These features should be continued and enlarged.

O. Use of roster of technical personnel. The roster of technical personnel, recently prepared and published, is the first step in a rather ambitious project on which the Engineering Committee hopes to spend considerable effort during the ensuing year. One of the major objectives is to correct a situation which has been with the NAEB almost since its organization. If NAEB can be thought of as a service organization, its services, until recently, have been almost exclusively of a program or administrative nature. Practically everyone associated with the organization in an active capacity has done so from a program or administrative viewpoint. The new roster of NAEB technical personnel lists a comparatively large number of engineers and with the exception of a very few, none of them have ever taken an active part in the organization. Many of them have an idea that they are not considered as being a part of NAEB. The result has been some dissatisfaction among this group and the feeling that NAEB will spend its efforts programwise but has nothing to offer from the technical angle. These people are potentially good active contributors to the continued growth of NAEB and with the advent of television, their work assumes a decidedly important position. The Committee feels that one of its duties is to correct this situation, to bring the technical people into closer contact with each other so they can exchange ideas, and to see that they take an active part in the affairs of NAEB in any way which will benefit the organization. In order to start this project the Committee proposes to send a letter to each person listed on the technical roster explaining the function of the Engineering Committee, what it and the NAEB may be able to do for them, and how they can help themselves as well as the organization. This can be done by contributions to the Newsletter, technical papers, exchange of ideas, local or regional meetings as well as other methods of promoting a better aquaintanceship and understanding, participation in NAEB activities, better relationships with programming and administration, etc., etc. If we can reach this goal, many problems, and especially those of the Engineering Committee, will be solved or certainly made much easier. We feel that if we can accomplish this one aim, the work of the Committee will be well rewarded.

P. Subscription TV. As this is primarily an economic problem and on advice from NAEB attorneys, no action was taken by this Committee.

Q. UHF Problems. This is another problem which is mainly economic in nature. If engineering problems are involved, this Committee will act as they are brought to our attention. FCC Chairman McConnaughey, in a speech before the NARTB meeting,

listed seven points which were designed to help in solving some of the UHF problems. These are:

1) Rule making proposal looking to possibility of de-intermixture of UHF and VHF in certain cities.

2) Further rule making proposals for low lower stations which may serve small cities. (This has been done)

3) "Booster" plan.

4) Study of special needs of stations in communities far removed from network lines. "One possibility under consideration is to extend the use of private inter-city relay stations so that programs may be obtained at lower cost and so that stations that do little or no local programming may connect with other program sources such as large stations originating their own programs", he explained.

5) Rule making proceeding has been instituted which looks toward setting of five mile limit from boundary of city to be served where television station may place its transmitter, with provision for exception upon proper showing of public interest.

6) Recommendation to Congress that all-channel receivers be relieved from excise tax to encourage greater circulation of these receivers.

7) Rule making proceeding is being initiated looking toward increasing maximum radiated power output for UHF stations to five megawatts. Also, he said, Commission is obtaining information on possibility of improving sensitivity of UHF receivers and tuning mechanism. "This was authorized in an effort to explore the practical possibilities of making UHF and VHF comparable. This rule making proceeding will offer industry the opportunity to provide practical assistance. These proposals, if successful, offer a potentially more efficient use of the authorized spectrum space", he stated.

Respectfully submitted by
NAEB Engineering Committee

John Brugger
Robt. Higgy
Berten Holmberg
Keith Ketcham
Edw. Kratt
C. H. Menzer (Chairman)

COPY

INTERNATIONAL COOPERATION ADMINISTRATION

Washington 25, D. C.

July 29, 1955

Gentlemen (or Madame): Have you any ideas? We're working on but don't want to overlook any good bets. Please? Thanks. H. J. Skinner

Placement Service
National Association of Educational Broadcasters
19 Gregory Hall
University of Illinois
Urbana, Illinois

Gentlemen:

There is a possibility that we shall assign an educational television specialist to the U.S. Operations Mission to Iraq to assist the Government of Iraq in developing the full potentials of their new television station as an instrument of education for people of all age groups.

If we go through with this project, we shall require the services for one or two years, preferably two, of a good all-around educational television man. The more versatile he is, the better, as Iraq has no experience in this medium. He will need to work with the very minimum of facilities, training, producing, directing, and giving guidance along lines of useful public service programming. Whoever takes this job will probably find it the most difficult he ever undertook, and he must have infinite patience and the imagination to create new approaches to educational programming which are adapted to the conditions, skills, facilities, and audience reactions of Iraq -- quite different from anything Stateside. I'm sure that such a pioneering assignment would be interesting and challenging to the right kind of person.

I should appreciate any assistance you can give us. I do not want a lot of names chosen at random if I can count on you to do some careful selection.

While the position has not been established, it will probably carry a salary of approximately $10,000 a year, with a housing allowance of $2,000. The post would be Baghdad, not one of the best but certainly not one of the worst posts we have.

Thank you for anything you might do or suggest for us.

Sincerely,

Harry L. Carr
Deputy Director
Overseas Audiovisual Services Division
Office of Public Reports

Copied, NAEB Headquarters,
August 1, 1955
Robert Underwood

NAEB RADIO NETWORK

OFFERING SPECIAL NOTICE OFFERING

Re: BBC Programs, Fall 1955 and Winter 1956

Two major improvements concerning the availability of BBC programs for NAEB stations have been made. First, we know you will be glad to hear that after a great deal of effort on the part of Association Headquarters and our friends in the New York BBC office, BBC programs are now available to all NAEB Network Stations regardless of whether or not they have the general ASCAP license. (However, "conditions forms" still must be returned to the BBC for you to receive these programs. If you are not certain that you have done this, check with the BBC immediately.)

Second, the BBC programs will be distributed to member stations DIRECTLY FROM NAEB HEADQUARTERS in Urbana. They will NOT be bicycled. After the programs have been played, the tapes are to be returned to NAEB Radio Network Headquarters at this address. They are NOT to be returned to the BBC in New York. (Of course, other tapes may be sent to the Network in exchange as usual.)

In May, Network Headquarters issued a tentative offering of programs. This offering may be regarded as final. If you have not ordered but wish to, use the enclosed order forms. If you have already ordered, but wish to change your order, use these forms. If you have already ordered and do not return these forms, all of the programs listed in this offering will be sent to you. PLEASE NOTE -- THAT THIS OFFERING DIFFERS SOMEWHAT FROM THE TENTATIVE OFFERING WHICH WAS SENT TO YOU IN MAY!

Four programs have been changed in the fall BBC drama series (THE BBC THEATRE) in order to make the series more completely drama and in order to put the two Shakespeare plays into the winter Shakespearean series (THE SHAKESPEAREAN THEATRE). The two talk series (MYTH OR LEGEND and WHAT NEXT) have been dropped for now, and an eight-part serieal, THE BRIDE OF LAMMERMOOR, from Sir Walter Scott's novel, has been added.

August 9, 1955

The first five programs in the series THE BBC THEATRE each run up to 90 minutes; the last eight run only one hour. To make up for the difference in time, a half-hour eight-episode serial, THE BRIDE OF LAMMERMOOR, will be available in the same issues with the last eight BBC THEATRE programs.

THE BRIDE OF LAMMERMOOR will be followed by serial adaptations of two other historical adventure novels, Charles Kingsley's WESTWARD HO! and Arthur Conan Doyle's RODNEY STONE (these two running a total of 13 weeks). You may wish to program all three serials in the same "slot." If it proves feasible, we shall follow these three with a fourth serial of the same type (probably LORNA DOONE).

You may wish to keep track of the following deadlines for ordering BBC series from the NAEB Radio Network:

55-36 THE BBC THEATRE	September 2, 1955
55-37 THE ELIZABETHAN THEATRE	September 2, 1955
55-38 THE BRIDE OF LAMMERMOOR	October 7, 1955
56-1 SHAKESPEARE FESTIVAL	December 2, 1955
56-2 NICHOLAS NICKLEBY	December 2, 1955
56-3 WESTWARD HO!	December 2, 1955
56-4 RODNEY STONE	January 13, 1956

You may, of course, order at any time before these dates. But we would appreciate there being no late orders, as we begin the mass duplication of the recordings shortly after the deadlines.

We hope you will find in this offering much material which you can use. Thank you for your attention.

August 9, 1955

NAEB RADIO NETWORK
ORDER FORM

To: Janet Strandjord, NAEB

RADIO STATION _____ WISHES TO ORDER THE FOLLOWING SERIES:

_____ THE BBC THEATRE

_____ THE ELIZABETHAN THEATRE

_____
(signed)

_____ _____
(date) (position)

Deadline: September 2, 1955

* *

NAEB RADIO NETWORK
ORDER FORM

To: Janet Strandjord, NAEB

RADIO STATION _____ WISHES TO ORDER THE SERIAL PROGRAM THE BRIDE OF LAMMERMOOR.

_____
(signed)

_____ _____
(date) (position

Deadline: October 7, 1955

* *

NAEB RADIO NETWORK
ORDER FORM

To: Janet Strandjord, NAEB

RADIO STATION _____ WISHES TO ORDER THE FOLLOWING SERIES:

_____ SHAKESPEARE FESTIVAL

_____ NICHOLAS NICKLEBY

_____ WESTWARD HO!

_____
(signed)

_____
(position)

_____
(date)

Deadline: December 2, 1955

* *

NAEB RADIO NETWORK
ORDER FORM

To: Janet Strandjord, NAEB

RADIO STATION _____ WISHES TO ORDER THE SERIAL PROGRAM RODNEY STONE.

_____
(signed) (position) (date)

Deadline: January 13, 1956

Series 56-2 (Winter '56)

Title: NICHOLAS NICKLEBY

Type: Drama (Serial)
Time: 30 minutes
No.: 12 episodes
Origin: BBC
Audience: General
Release: Issue #1, 1956 (Jan. 1)

A radio adaptation by Charles Lefeaux of Charles Dickens' novel "Nicholas Nickleby." The cast includes Gordon Davies, Cecil Trouncer, and Daphne Grey.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

Date of expiry: January 31, 1956

* *

Series 56-3 (Winter '56)

Title: WESTWARD HO!

Type: Drama (Serial)
Time: 30 minutes
No.: 6 episodes
Origin: BBC
Audience: General
Release: Issue #1 (Jan. 1)

This is Charles Kingsley's exciting tale of adventure in the days of the first Queen Elizabeth, dramatized for broadcasting by Ronald Gow.

The tape recordings should be returned to, or tradedwith, the NAEB Radio Network (NOT BBC).

Date of expiry: March 16, 1956.

* *

Series 56-4 (Winter '56)

Title: RODNEY STONE

Type: Drama (Serial)
Time: 30 minutes
No.: 7 episodes
Origin: BBC
Audience: General
Release: Issue #7 (Feb. 12)

David Peel as Rodney Stone in Sir Arthur Conan Doyle's exciting and romantic novel of Regency days, dramatized in seven episodes by David Stringer.

This serial will be distributed immediately after WESTWARD HO! (see above), and the two together make up a unit of 13 programs. It is further suggested that these two series be programmed following the end of the serial THE BRIDE OF LAMMERMOOR (55-38) to make a series of adventure serials of high quality.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

Date of expiry: May 5, 1957.

OFFERING OFFERING

Series 55-36 (Fall 1955)

Title: THE BBC THEATRE

Type: Drama
Time: 50 to 90 minutes
No.: 13 programs
Origin: BBC
Audience: Adult
Release: Issue #40 (Oct. 2)

All but one of these programs is drama. The one exception is Program #11, "A Dialogue on Toleration," which is an imaginary conversation between John Locke and the third Earl of Shaftesbury. Please note the "Dates of expiry." Programs should not be broadcast after these dates. Times given are approximate.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

Prog.	Issue	Title
1.	40 (Oct. 2)	Prisoner's Progress - A drama of imprisonment and escape written and produced by Louis MacNeice. In it the prisoner-of-war camp represents various kinds of mental and intellectual imprisonment, and the focus is not on the war but on one or two individual prisoners. Date of expiry: Apr. 26 '57. Time: 89:40
2.	41 (Oct. 9)	The Rivals - By Richard Brinsley Sheridan, adapted for radio and produced by Martyn C. Webster. As Sheridan's first play, it was produced at Covent Garden in 1775 when the author was only twenty-three. It was withdrawn as a failure; but after the replacement of an unpopular actor in the part of Sir Lucius O'Trigger, it was immediately successful and is still one of the most popular comedies in the English language. Date of expiry: July 1, '57. Time: 89:46.
3.	42 (Oct. 16)	A Month in the Country - Margaret Leighton stars in this play by Ivan Turgenev. "A Month in the Country," considered Turgenev's masterpiece, reflects the carefree mood of a landed gentry still reasonably prosperous in the period in which he wrote. The comedy of a Russian holiday, it tells of the rivalry between a married woman and an unattached girl for the same young man. Released previously in Fall 1954. Date of expiry: Feb. 13 '56. Time: 88:35.
4.	43 (Oct. 23)	An Ideal Husband - The comedy by Oscar Wilde, adapted for broadcasting by Gilbert Travers Thomas, and produced by Val Gielgud. The play, which was first performed in London in 1895, is set within the circle of sophisticated Victorian society into which the brilliant adventuress, Mrs. Cheveley, has contrived an introduction. Her knowledge that the wealth and the distinguished Foreign Office career of Sir Robert Chiltern are founded on his sale of a Cabinet secret is her means of forcing him to suppress the official report on a political and financial swindle. Date of expiry: Aug. 22 '57. Time: 89:34.

Prog.	Issue	Title
5.	44 (Oct. 30)	The "Alcestis" of Euripides - Richard Aldington's translation of the play adapted for radio and produced by Raymond Raikes, with music composed and conducted by John Hotchkis. It is the story of Admetus, King of Thessalia, who in return for entertaining Apollo, the God of Healing, is promised a second life if he can find somebody to die in his stead. Date of expiry: June 29 '57. Time: 70:44.
6.	45 (Nov. 6)	Defeat - The story of the disastrous Athenian expedition to Sicily in 415 B.C. The great great historical event is retold in the words of the exiled historian Thucydides who, returning eleven years later to Athens, meets the former slave to General Nicias, who led the attack. Date of expiry: May 6 '57. Time: 59:40.
7.	46 (Nov. 13)	The Ship that Died of Shame - From the short story by Nicholas Monsarrat, dramatized for radio by Kenneth Langmaid, and starring Trevor Howard and Norman Wooland. The ship of the story is a motor gunboat, No. 1087, in which Bill Randall and George Hoskins served with distinction during the war. Six years later Randall, now unemployed, again meets Hoskins and reluctantly agrees to join his smuggling venture. Date of expiry: Mar. 26 '57. Time: 57:47.
8.	47 (Nov. 20)	Aucassin and Nicolette - Marius Goring stars in the thirteenth-Century French musical fable, newly translated and adapted for broadcasting by Rene Hague. The music is arranged from contemporary sources by Denis Stevens. Date of expiry: Aug. 5 '57. Time: 59:46.
9.	48 (Nov. 27)	Captain Edward Riou - The story of two episodes in the life of one of Nelson's fellow-officers, dramatized for broadcasting by Ludovic Kennedy from Riou's own papers and other contemporary documents. In 1789 Captain Riou was in command of the frigate "Guardian," carrying stores and convicts to the newly-established penal settlement at Port Jackson in New South Wales. Twelve years later, aboard the "Amazon," Riou was in command of the frigate squadron at the Battle of Copenhagen, where his gallantry cost him his life but also played an important part in ensuring the victory of Nelson's fleet over the Danes. Date of expiry: June 21 '57. Time: 59:14.
10.	49 (Dec. 4)	The Law and the Prophets - Joseph Tomelty and Liam Redmond, with an all-Irish cast, in "The Law and the Prophets" by Donald MacDonagh, dramatized for broadcasting by the author. Overcome by strong drink, Myles Mongan, a traveling tinker, hits his wife. She is killed in falling as her head hits the railings, and Myles is arrested. Round this plot the author writes his satire on legal procedure. Date of expiry: Mar. 13 '57. Time: 59:17.

Prog.	Issue	Title
11.	50 (Dec. 11)	A Dialogue on Toleration - Felix Aylmer as John Locke and Robert Eddison as the third Earl of Shaftesbury in an imaginary conversation between the great English philosopher and his pupil written and introduced by Maurice Cranston. The discussion centers on the question: How far should political toleration go? The program, which was produced by Douglas Cleverton, was originally broadcast on the Third Programme. Date of expiry: Oct. 12 '56. Time: 49:50.
12.	51 (Dec. 18)	The Little Prince - A fantasy for broadcast by John Farrell adapted from the book by the French philosopher and visionary Antoine de Saint-Exupery. The production is by Martyn C. Webster, with incidental music composed by James Bernard. "The Little Prince" is a symbolistic essay on the proverbial stupidity of adults. Deryck Guyler plays the part of de Saint-Exupery with Marjorie Westbury as the Little Prince. Date of expiry: Dec. 14 '56. Time: 59:10.
13.	52 (Dec. 25)	The Wages of Fear - The scene of the drama is Las Piedras, a shanty town in Guatamala. An oil well in the interior is on fire, and the only way to extinguish it is to blow it out. The only explosive available is nitro-glycerine, which jolting or heating could touch off. Four men, desperate refugee adventurers, undertake to drive the deadly cargo. One man alone gets through, but by the time he succeeds he has murder on his conscience. Previously released early in 1954. Date of expiry: Feb. 21 '56. Time: 57:58.

NAEB RADIO NETWORK

Series 55-37 (Fall 1955)

Title: THE ELIZABETHAN THEATRE

Type: Drama and talk
Time: 30:00
No.: 12 programs
Origin: BBC
Audience: Adult
Release: Issue #40 (Oct. 2)

A series of twelve program written by H. A. L. Craig, with R. D. Smith as co-writer and producer, showing the progress of Elizabethan drama from the early "tragedies of blood" to its great climax in the Shakespearean tragedies. The programs will consist largely of dramatized excerpts from the plays discussed, and the casts will include star names such as Robert Harris, Esme Percy, Sir Lewis Casson, and Dame Sybil Thorndike. H. A. L. Craig acts as narrator, with Noel Iliff setting the scenes.

Date of expiry: July 2 '56.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

NAEB RADIO NETWORK

Series 55-38 (Fall 1955)

Title: THE BRIDE OF LAMMERMOOR

Type: Drama (Serial)
Time: 30 minutes
No.: 8 episodes
Origin: BBC
Audience: General
Release: Issue #45 (Nov. 6)

Since the first five programs in the series THE BBC THEATRE run up to an hour and a half and the last eight run only an hour, this eight-episode serial was selected to fill in the difference in time after the first five BBC THEATRE programs. It is suggested that you may wish to work this serial into your schedule accordingly.

This most tragic of Sir Walter Scott's romances -- on which Donizett's opera "Lucia di Lammermoor" is based -- has been adapted for radio by R. J. B. Sellar. Set in East Lothian near the sea about the year 1695, the theme of the story is the unfolding of an ancient prophecy concerning the last Laird of Ravenswood. Edgar, Master of Ravenswood, the last representative of a family dispossessed because of their part in the rebellion against the government, falls in love with Lucy Ashton, the daughter of his ancestral enemy who now owns the Ravenswood estates. For a while they glimpse hope and happiness, but the ambitious Lady Ashton opposes the match, and the romance closes in death and sorrow.

Date of expiry: January 16, 1957.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

OFFERING

NAEB RADIO NETWORK

August 9, 1955
OFFERING

Series 56-1 (Winter 1956)

Title: SHAKESPEARE FESTIVAL

Type: Drama
Time: 57-90 minutes
No.: 12 programs
Origin: BBC
Audience: Adult
Release: Issue #1 (Jan. 1)

SHAKESPEARE FESTIVAL consists of six of Shakespeare's plays, each divided into two programs. Most have been released to NAEB Radio Network stations before, but they have been quite popular and are therefore being released together as a series. If you use the series THE ELIZABETHAN THEATRE, you may wish to "follow up" with these programs. Times given are approximate.

The tape recordings should be returned to, or traded with, the NAEB Radio Network (NOT BBC).

Prog.	Issue	Title
1.	1 (Jan. 1)	A Midsummer Night's Dream, Pt. I - Ralph Richardson as Bottom in the comedy by William Shakespeare, with Mendelssohn's music arranged by John Hollingsworth who conducts the Royal Philharmonic Orchestra and a section of the Ipswich Cooperative Girls' Choir. The production script is prepared by Lance Sieveking, and the play is produced by Val Gielgud. Date of expiry: Mar. 30 '56. Time: 63:51.
2.	2 (Jan. 8)	A Midsummer Night's Dream, Pt. II. Time: 88:42.
3.	3 (Jan. 15)	Anthony and Cleopatra, Pt. I - Michael Redgrave as Anthony and Peggy Ashcroft as Cleopatra in the Shakespeare Memorial Theatre Company's presentation of "Anthony and Cleopatra." The play is produced for radio by Peter Watts from the Stratford-on-Avon production by Glen Byam Shaw. The music, which was composed for the stage production by Anthony Hopkins, is played by the Shakespeare Memorial Theatre Orchestra, directed by Harold Ingram. Date of expiry: Dec. 22 '56. Time: 59:28.
4.	4 (Jan. 22)	Anthony and Cleopatra, Pt. II. Time: 83:23.
5.	5 (Jan. 29)	King Henry IV - Part One, Pt. I - Donald Wolfit as Falstaff in "King Henry IV - Part One." The music is composed by Norman Demuth, and the production is by Wilfred Grantham. Date of expiry: Jan. 30, '57. Time: 74:46.
6.	6 (Feb. 5)	King Henry IV - Part One, Pt. II. Time: 74:32.
7.	7 (Feb. 12)	The Taming of the Shrew, Pt. I - Adapted for broadcasting and produced by Peter Watts. The music is collected and arranged by Jeremy Noble. The break between the two parts of the play occurs in Act II, Scene I after Petruccio has fixed the day of his marriage to Katharina and has left for Venice to buy the apparel for the wedding. Date of expiry: Aug. 8, '57. Time: 56:32.

Prog.	Issue	Title
8.	8 (Feb. 19)	The Taming of the Shrew, Pt. II. Time: 72:19.
9.	9 (Feb. 26)	Romeo and Juliet, Pt. I - Peggy Ashcroft as Juliet in Shakespeare's tragedy, with Tony Britton as Romeo, Gwen Ffrangcon-Davies as the Nurse, and Marius Goring as Mercutio. The play is adapted for radio and produced by Donald McWhinnie. Date of expiry: Nov. 19, 1956. Time: 59:32.
10.	10 (Mar. 4)	Romeo and Juliet, Pt. II. Time: 58:54.
11.	11 (Mar. 11)	The Merchant of Venice, Pt. I - Peggy Ashcroft as Portia and Michael Redgrave as Shylock in the Shakespeare Memorial Theatre Company's presentation. Produced for radio by William Hughes from the stage production by Denis Carey, now Director for the Bristol Old Vic. Date of expiry: Oct. 10, 1956. Time: 68:32.
12.	12 (Mar. 18)	The Merchant of Venice, Pt. II. Time: 67:47.
13.	13 (Mar. 25)	Program as yet undetermined. A non-Shakespearean play will be provided in order to fill out the 13-week season.

NAEB BOARD BALLOT - Item No. 5

TO: NAEB HEADQUARTERS

FROM:

RE: Proposed new NAEB Network fee structure for school stations

I vote (yes) (no) on Item No. 5 - proposal for new fee structure for school stations taking NAEB Radio Network Service, as per Item 5, dated 8-10-55.

_____
(signed)

_____
(date)

Item No. 5
8-10-55

TO: NAEB BOARD OF DIRECTORS

FROM: Frank E. Schooley F.E.Schooley

RE: Proposed new NAEB Radio Network fee structure for school stations

Earlier, I took "straw vote" on our proposal to make some changes in service fees and services for NAEB school stations. I have had all of your favorable reactions, and I've had some favorable reactions from some of the school stations. I therefore, now, recommend approval, and ask for your vote.

In brief, the proposal:

> That school-owned stations, wishing In-School Program Service of the NAEB Radio Network, be permitted to pay rate one-half that paid by those receiving regular (full) network service except in-school service.
>
> For this payment, School Station will receive the in-school programs, plus option to receive one-hour additional programs per week (non-cumulative) selected from regular Network service.
>
> The School Station shall also have the option of paying the full rate and of receiving full service, i.e., but if it elects regular service plus in-school programs, it would pay 5/4, just as all NAEB Radio Network members.

I recommend approval.

FES:wc
cc: Cohn & Marks

NAEB BOARD BALLOT - Item No. 4

TO: NAEB Headquarters

FROM:

RE: Ballot on Item No. 4, dated 8-10-55, re. Proposed Washington Compact.

I vote (yes) (no) on:

Item No. 4 - Proposed Washington Compact.

_____
(Signed)

_____
(Date)

Item No. 4
8-10-55

TO: NAEB BOARD OF DIRECTORS

FROM: Frank E. Schooley F.E.Schooley

RE: Proposed Washington Compact - a new J C E T

Attached is "The Washington Compact: An Integrated Approach to Educational Broadcasting." This is now being referred for action to (1) NAEB, (2) ACE-TV, (3) the Center, (4) NCCET, and (5) JCET. For all practical purposes it has already been approved by the Center, ACE, and NCCET. It carries endorsement of JCET chairman. I recommend approval by NAEB.

Now a few comments, as document speaks pretty well for itself. Essentially, this is a policy document. Obviously, some administrative details remain to be worked out. If adopted, trio working out in first instance probably becomes Newburn, Jorgensen, and Schooley, as you'll note.

This document was arrived at at two different meetings, with essentially same people present at both. It is, I believe in principle, what NAEB Board agreed it could agree on. One minor point, our Board had divided opinion on JCET or JCEB. The "compact group" had rather strong feelings on JCET. I did not oppose, but insisted that "Committee" be changed to "Council," and that the Washington office was to represent both the radio and television interests of both NAEB and the Center. This was agreed upon unanimously.

I shall be glad to answer questions, furnish additional information. Meanwhile, I urge a fast reply from you so I can give an early NAEB decision. Also, I trust you'll treat this with some confidence so that we are in no way responsible for rocking the boat.

FES:wc
Enclosure: (1)
cc: Cohn & Marks
Richard B. Hull

THE WASHINGTON COMPACT:

AN INTEGRATED APPROACH TO

EDUCATIONAL BROADCASTING

During recent years several national organizations have collaborated in efforts designed to make educational television a reality. Now that this task has been achieved and the movement is well started, it is time to review the situation to determine in what manner modifications can be effected on the national scene to secure the gains made to date and to anticipate the needs of the future.

To this end the Joint Committee on Educational Television, the National Citizens Committee on Educational Television, the National Association of Educational Broadcasters, the American Council Committee on Educational Television and the Educational Television and Radio Center have engaged in a series of meetings held during the past year. The purpose of these conferences has been to determine what reorganization of present agencies, if any, should be suggested as a means of providing more intelligent and imaginative leadership to the educational broadcasting movement in this country. The functions of the various agencies have been reviewed and the services demanded in support of the enterprise re-assessed. Questions of overlapping purposes and activities have been studied as have problems of providing services considered desirable but not now performed by any of the organizations. All of these items have been considered within the framework of a desire to unify and strengthen the national effort and have been directed at securing, maintaining and supporting an effective nation-wide program of educational broadcasting.

The latest of such meetings was held in Washington, D. C., on Wednesday, July 27, with the following persons in attendance:

Arthur S. Adams	President, American Council on Education
John C. Adams	Chairman, Committee on Television, American Council on Education
Frank E. Schooley	President, National Association of Educational Broadcasters
A. N. Jorgensen	Chairman, Joint Committee on Educational Television
Ralph Steetle	Executive Director, Joint Committee on Educational Television
George Stoddard	Chairman, Educational Television and Radio Center
H. K. Newburn	President, Educational Television and Radio Center
Robert D. Calkins Richard B. Hull	Members Executive Committee, Educational Television and Radio Center

The conference resulted in agreement upon a comprehensive reorganization of present agencies in the field designed to build upon the strengths of the present situation a new edifice better designed to meet the demands of the future. This proposal will be referred to the organizations represented in the conference in anticipation that it can be approved by them and put into operation January 1, 1956.

The plan involves the following major items:

1. A reorganization of the present Joint Committee on Educational Television. The name of this organization will be changed to The Joint Council on Educational Television and its membership will be enlarged to make it fully representative of the educational broadcasting movement. Its membership will include, in addition to the present membership, the Educational Television and Radio Center, representative national citizens organizations and such other groups as will make it truly representative. It will serve as the sounding board for the movement, will make such pronouncements as are desirable from time to time, will lend support to presentations before the FCC and otherwise will represent the developing educational television and radio movement in Washington and nationally.

2. The creation of a Policy Committee of this new and reorganized Joint Council on Educational Television. The Policy Committee will include three ex officio (voting) members--the chairman of the Joint Council on Educational Television, the representative of the National Association of Educational Broadcasters and the representative of the Educational Television and Radio Center--and two others appointed at large and on a rotating basis from the constituent members of the Council. It is anticipated that the first at-large members will represent land grant college and national citizens interests. This committee will have full responsibility for the determination of policy, the definition of functions, the approval of budget and the appointment of staff to the Washington office mentioned under (3) below. It will be the duty of this committee to determine not only what functions are to be served and what services performed by the Washington office, but also to decide which functions and services now performed by any Washington agency might better be cared for by one of the other operating agencies in the field. The committee will determine what is required in the Washington office to meet the needs of all interested parties including the stations, the NAEB, the Center and the public. The committee will do everything possible to interpret the movement to the public. The committee will approve the budget of the Washington office including support for the Joint Council and will make presentations to the proper agencies for funds in support of this operation. This committee will also be charged with the responsibility of a continuing review of general policies in educational broadcasting and will arrange for such studies as are essential to this end. The chairman of the Joint Council will serve as chairman of the Policy Committee.

3. The creation of a single, unified Washington office. All present Washington operations of the five groups participating in this decision will be closed as of December 31, 1955. This does not mean that either the National Citizens Committee on Educational Television or the Committee on Television of the American Council on Education will be dissolved, but only that if either does continue it will do so within the framework of the basic decisions announced in this document. In their place there will be created by the

Policy Committee of the Joint Council on Educational Television outlined in (2) above, a single integrated Washington office with a single director to accept such functions and to carry out such activities and services as are assigned to it by this committee. This office will be responsible to the Policy Committee of the Joint Council and will be completely unified in its staff and services. The staff will not be representative of any specific agency but of the entire movement. This Washington office will become operative January 1, 1956. It is assumed that the American Council on Education will accept the financial trusteeship for the enterprise.

Among the functions to be served by this integrated Washington office will be those now carried by the present Joint Committee on Educational Television and the Citizens Committee which the Policy Committee decides should continue to be conducted from Washington. Obviously, the relationships with the FCC and other divisions of the national government must be cared for by this office. The extent to which field services, publications, and other such matters will be assigned to the Washington office will depend upon the analysis to be made by the Policy Committee and its ability to arrange for other agencies to handle such functions as are not essentially tied to Washington.

It is recommended that this proposal be presented to the five parent organizations (or their responsible committees) for their approval prior to September 1, 1955. It is further recommended that the three ex officio members of the Policy Committee meet at the earliest possible date following September 1, 1955, to work out details of the program, to prepare a budget and seek funds in support of the enterprise for a minimum two-year period beyond January 1, 1956.

This proposal was approved by the following persons in their capacities as leaders of the five organizations with the understanding that it will require in varying degrees the official approval of their organizations in order that it be made effective:

Arthur S. Adams	President, American Council on Education
John C. Adams	Chairman, Committee on Television, American Council on Education
Frank E. Schooley	President, National Association of Educational Broadcasters
A. N. Jorgensen	Chairman, Joint Committee on Educational Television
Ralph Steetle	Executive Director, Joint Committee on Educational Television
George Stoddard	Chairman, Educational Television and Radio Center
H. K. Newburn	President, Educational Television and Radio Center

Note: Raymond H. Wittcoff, Chairman of the National Citizens Committee on Educational Television, who took part in the early meetings of the five groups was unable to be present for this final meeting. Mr. Wittcoff, however, wishes to indicate

his support in principal of the above document and will recommend to the appropriate committee of the National Citizens organization their support of the basic proposal.

August 5, 1955

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: All School Stations

FROM: Network Headquarters, H. J. Skornia H.J.S.

DATE: September 14, 1955

By Board action a special Network assessment rate is now available to School stations. For one-half the rate normally charged for the full general network service, such stations are now eligible to receive the In-School series offerings of the NAEB Radio Network, plus a maximum of one hour per week selected from the general offerings. For example, a school station whose regular Network assessment is now $800.00 per year (but which has been unable to use the full service and thus had difficulty in justifying payment of the full rate) may now subscribe for $400.00 per year instead. For this latter sum the entire In-School service may be ordered, plus one hour per week of "non-in-school" programs.

It is of course our hope that as many as possible of you will take the full service. Please let us know, on the chart below, which service you elect, and, if you have already paid the full fee and now select the reduced service, how you wish to have your overpayment handled.

****

Station _____ City _____

Power _____ Address _____

Report by _____

Do you wish to continue the regular service (if so check here____) or to take only the half-rate service outlined above (check here____)?

Do you wish to have your overpayment, if any refunded (if so check here____), or credited to next year's account (in this case, check here____)?

If you have not paid, or wish to join or rejoin the Network, and wish to have a (new) bill issued, please check here (____). (Information on available series will be sent immediately on receipt of this form).

If you elect this special school service schedule, which of the regular series do you wish to receive _____

(If you have been receiving more than one hour weekly of regular programs, and elect the new rate, all but one hour of regular programming will be immediately discontinued. However, there will be no charge for programs you've already received.)

(Note to the Board. This should be considered confidential, for your own use only. It is an exact carbon of the letter, to which only this note has been added.)

H. SK.

September 22, 1955

Dr. Maurice F. Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

Herewith the supplementary material and statements you requested in your letter of June 30, as additional background for our request of May 26 to the W. K. Kellogg Foundation.

Specifically this statement covers the final two items you requested: NAEB plans to take over various functions heretofore Foundation-supported and plans for increasing the regular and stable sources of income of the Association.

During the past several months the Presidents and Board Chairmen of the various groups primarily concerned with educational broadcasting [the American Council on Education (ACE); the Educational Television and Radio Center (ETRC); the Joint Committee on Educational Television (JCET); the NAEB; and the National Citizens Committee for Educational Television (NCCET)] have been holding regular meetings to plan the phasing out of some of these organizations, and the reduction in the budgets and overlapping activities of others. Both of these steps will of course result in the need for the NAEB to assume an increasing share of the total responsibility in the educational communications structure of the nation.

It had been our hope, when we earlier suggested that we delay this present statement pending the outcome of these discussions, that a clear statement of the new arrangement would be available by this month, so that we might provide it to you with this letter. Although results are most encouraging from our point of view, this statement is not yet available. However, we did not feel it wise or desirable to delay our statement to you any longer. Final developments in this inter-organizational area can still be provided you in any case in the oral discussions which will undoubtedly be necessary prior to final decisions on the part of the W. K. Kellogg Foundation.

Herewith, therefore, the statement of our plans and situation as far as it is now possible to provide it.

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During the past year several steps have been taken to explore the extent to which the NAEB can reasonably expect to achieve economic self-support.

The dues structures of many other comparable membership-based organizations have been secured and studied. New dues structures for the NAEB have been proposed to the Board, discussed and referred back for further study. Investigations have been undertaken of the possibility of increasing the presently modest income of the Association from the sale of records and record albums by issuing additional albums and by promoting general retail sale to supplement sales presently handled through educational channels.

Prices have been placed on virtually all special items, publications and materials distributed by the Association. However, it is felt that most of these materials will still have to be provided to our members at no charge beyond their membership fee. Most of our members need evidence of such specific materials as justification for annual NAEB dues. Unfortunately in such contexts specific materials speak louder than abstract gains or more general educational achievements. /It is the fact that specific return for investment is fairly obvious that has made the Network problem easier to solve (as far as achieving self-support is concerned) than that of Headquarters. For in the case of the Network, we can guarantee to provide a specific number of network-quality programs at $.75, $1.25, or $2.00 per hour, depending on the power of the member station./

Rates have been increased on charges for copying tapes and all services which might come under the headings of "services and handling."

Although not all the evidence is in, certain conclusions are already evident. For example, with reference specifically to dues, although the NAEB has always emphasized the fact that its memberships are held in the name of the entire educational institutions represented, rather than by stations or departments, the achievement in effect of justification of NAEB dues on the same basis as other legitimate and instructional expenses, though steady, is slow. Before the first Kellogg grant, and before the efforts of the NAEB in this area of professional advancement and educational integration could be brought to bear effectively, stations were often a part of an English, Speech, Engineering or Drama Department. Dues therefore generally had to come out of the budgets of these Departments, rather than being recognized as comparable to those of associations involving the entire institution.

I expect that we should be encouraged by the progress made in changing this situation rather than discouraged by the distance we still have to cover. Evidence of our progress is particularly obvious 1) in the increasingly high professional stature of directors of both radio and television stations, which now number among them more and more distinguished educators and persons commanding solid academic respect; 2) in the extent to which TV stations particularly, but not exclusively, at member institutions find themselves in an increasingly central and respected position with regard to their administrations; 3) in the extent to which the NAEB itself is increasingly invited to sit as a member of the highest councils of recognised educators; and 4) in the growing international recognition which our programs, the activities and publications of our Association, and our representatives abroad are all achieving.

Nevertheless, as our officers, who are themselves in a position to know, warn, raising dues too rapidly inevitably results in the loss of both present and potential members. Members of both radio and TV classification already have had to drop NAEB membership during the past year even under the present $100.00 dues ceiling because of local budget problems. It is therefore doubtful if the approximately $5,000.00 per year which is now received from dues (which represents roughly 7% of the combined budgets of the NAEB, excluding the Network and other specifically earmarked project funds) can be expected to be much more than doubled during the next five years, perhaps by a tabular progression comparable to that used for the Network. And doubling present dues would result at most in probably not more than 10-15% of the budgetary needs of the NAEB. Though this is

of course far from the income needed, it does represent great progress as compared to the $1,000.00 a year dues income of the NAEB only a few short years ago.

In view of the crisis which education now faces, it is our belief that any steps which would force stations out of the Association, or would place membership principally on the basis of ability to pay rather than on the basis of need or educational position must be guarded against at all costs. The NAEB is the only association available to educational broadcasters. It has equal concern for all wireless media and all instructional levels. For it to become a small group of only one or another kind of financially prosperous stations would mean returning to the status which prevailed before the present Kellogg Grant was made. And this would be unthinkable.

One other aspect of the dues and income problem which claims attention is the legitimate competition of other organizations which also distribute communications materials. These include DAVI (the Department of Audio-Visual Instruction of the National Education Association) with its Tape Repository which distributes instructional tapes for non-radio use; the Educational Television and Radio Center with its TV station distribution,---a service which is supplemented by distribution of its films for non-broadcast use by the Indiana University Audio-Visual Center; the NPAC; and various others. For the NAEB to attempt to solve its financial problems by competing for sources of income now used by these organizations would also not contribute to the overall cause of American education.

For the NAEB already has an adequate job to do; and the tasks of these other groups are as honorable and as necessary to American education as our own.

In the consideration of various possible sources of income for the NAEB it is therefore essential that we recognize that as a membership-based association, our "market" is not as wide as that of an agency or commercial organization selling its services on the open market. Though growing at the rate of perhaps ten or so members a year, our membership is still definitely limited. This one disadvantage of our membership-base is believed to be compensated by many enviable advantages, however, the assurance of organizational permanence in some form being one of the most obvious.

Forcing recipients of our various services, scholarships, workshops etc. to be NAEB members would, it is true, increase our membership. But it would decrease the broad service to American educational generally which our present position enables us to perform.

Passing now to an evaluation of other potential sources of income, briefly our conclusions are as follows:

1) Records and albums: this source is now expected to provide a steady net income of approximately $2,000.00 per year, depending upon the extent to which the market for present albums proves to be saturated, our ability to find and develop new programs to put out in album form, and the possibility of opening up regular retail channels.
2) Publications: Since most of our publications are of general educational orientation and therefore avoid duplicating those of the great number of other organizations, this source is not expected to yield more than perhaps $1,500.00 or $2,000.00 per year, subject, however, to a final decision

of what portion of the publications burden previously carried by such organizations as the NCCET the NAEB may be called upon to bear. The fact that the publications to date of the NCCET, the JCET and the ACE-TV Committee have all been distributed without charge reveals an additional reason why a simple estimate in this area is difficult.

3) Consultation and other service fees: Since the source of such funds would generally be either other Foundations or our own members, with the problems already discussed in the consideration of dues, above, this source is not expected to yield more than $1,000.00 - $5,000.00 per year for the next few years, if indeed it could be made self-liquidating. This is true even if all consultation services are charged for and placement and registration fees are instituted. Here again the "market" is relatively limited.

4) Administrative fees: Although the NAEB has had to pay the University of Illinois a 5% charge for handling its funds, the NAEB has been enabled by the mechanism of the Kellogg-financed Headquarters office to handle funds from other sources on which it in turn has been able to charge a 5% or more handling charge. Income from this charge will run between $3,000.00 and $5,000.00 per year as long as other grants continue on approximately the present scale. The NAEB is gratified by the fact that it is increasingly considered the natural and logical channel through which funds for educational radio and television can be channeled with the assurance of maximum return.

5) Research: The NAEB is finding that expense generally exceeds income in this area, generally confirming the experience of other organizations. Receipts from studies and projects in this area should not at

present be looked upon as a significant source of funds. Any ambitious new projects will require additional grants from interested organizations.

6) An Associate Members Service: A rather large number of NAEB members have no transmitter facilities, counting upon commercial stations as their outlets. A service for this category of members, classified as associates, is now under study, with a view toward securing a certain income from the establishment of a Network service for them comparable to that provided active members, who have their own transmission facilities. The establishment of such a service in the past has been prevented by union, rights and clearance problems, which are far more complicated for programs to be aired over commercial outlets than over educationally-owned and operated stations. The size and value of this market is also not now readily apparent, although it is certain that this service cannot be instituted unless it is at least self-supporting.

7) HI-FI and other special services. Investigations are continuing of the possibility of various services (which may capitalize on the fact that the NAEB has the largest FM network in the U. S., for example) which may be the source of more income than expense. Such a service would require additional equipment and staff. At present, although there is great interest in such services, means of securing funds on more than a one-time basis have not been found, and the NAEB does not wish to undertake additional projects of this nature unless there is assurance of "built-in" self-liquidation.

8) Conferences and Seminars: Here again, although with time it is expected that registration fees can be made to cover at least the actual expenses of a certain number of such sessions, it is not likely that these activities will serve as sources of more income than enough to cover expenses, due to the geographical spread of educational stations and NAEB members and the smallness of their numbers and staffs as compared, for example, to commercial stations, county agricultural agents, and other such units and organizations. Present workshops will, we believe, eventually be able to provide their own fiscal support from registration fees or other member payments. Meanwhile it is expected that we shall continue to be able to secure grants from other sources to enable us to continue to provide the services and leadership needed in this connection.

9) Other Sources: During the coming year various other efforts and experiments are scheduled for trials. These include charges for evaluation services of one type or another, mailing and printing services to members and outside groups, possible tape-rental library services, and others.

From the above examples emerge two facts. One is the concept of the NAEB as a center from which radiate various functions: the Network, international relations, relations with the public, relations with educational leaders of the nation, research, and member services, including publications and the handling of grants and professional advancement programs. These functions could not be handled or coordinated without the National Office. The Network, particularly, depends heavily on the Headquarters Office and staff for support. The other fact is that if the Association

is to continue to prosper it must advance on at least three fronts: it must continue the services mentioned above; it must continue its efforts towards achieving professional standing and serving as a coordinating and distributing agency between educators and consumers of education; and it must take steps toward achieving partial self-support---making sure that these steps will not jeopardize the other two equally valid and important areas of responsibility.

The NAEB is the only organization to which broadcasters, the public, and educators alike can turn for integrated educational broadcasting information and activity. The American Council on Education, for example, and other such groups generally, have only TV committees. In view of this unique position and responsibility of the NAEB, we believe that we must reject any concept or attitude which would judge success primarily on the basis of ability to earn one's own way.

It now therefore appears unlikely that the NAEB may within the next five years be able to find solid sources of income from the various sources mentioned above to total more than 15% to 20% of the annual budget needed to maintain a national office. Like education itself, it appears that for this period at least, if it is to maintain its integrity and position and if it is to decline to make unacceptable compromises, however attractive, the NAEB must have considerable outside support.

Just as we feel that there is such a thing as too high a price to pay for outside financial assistance, we also feel that there is too high a price to pay for complete financial self-support. Abandonment of

the ideals and objectives of the NAEB with those high standards it stands for would be too high a price to pay for either type. Whatever sources of income are finally decided upon must be carefully weighed in terms of the functions of the NAEB, to which educators as well as broadcasters are turning more rather than less for assistance, counsel and leadership, partly because our standards are high.

Increasingly communication is coming to be recognized as one of the primary problems of education. Literacy and understanding, which are our business, as social scientists as well as broadcasters, are inseparable from problems of health and social, educational and economic development. Our responsibility requires that, at whatever cost is necessary, we keep open the still too thin lines of educational communications which our membership and organization stand for. We believe that both the NAEB and the W. K. Kellogg Foundation have only reached the threshold in this area.

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We have so far achieved self-support for the NAEB Radio Network. While regretting our inability to come up with a more positive blue-print which might enable us to guarantee to do the same for the entire Association and its Headquarters within the next five years, we cannot honestly say that we foresee this possibility, although we shall undoubtedly move toward increasing self-support.

We clearly recognize our dilemma. We wish the future contained a more assured formula for the achievement of fiscal independence. However, in the absence of such assurance, and after much soul-searching, we have had to decide the course we shall pursue. Regardless of the extent to which

financial support or self-support is achieved, we feel that the work of the NAEB must go on even if on a restricted basis. It has been the source of considerable pride and satisfaction to us to note the extent to which Foundations, led by Kellogg, have recognized that the educational crisis we are in requires that we put first things first, which in some cases has meant placing certain problems ahead of financial ones.

If the W. K. Kellogg Foundation feels that an additional grant to us is justified, we shall be glad to report and discuss our progress with you regularly each year and to revise our grant requests downwards if and as new sources of self-support develop. We prefer to do more than we promise, rather than less. And we hope our record so far, both with regard to the Network and our Headquarters, may justify confidence and pride.

As further discussion, explanations, or data are desired, President Schooley and I shall be most pleased to provide them, or to meet with you at your convenience. At that time I hope it may also be possible to review with you the credit to be given the W. K. Kellogg Foundation in future NAEB projects and publications. This is especially desirable in view of the greatly increased output of the NAEB in areas supported by the Foundation.

Meanwhile our sincere thanks for the opportunity to provide you this additional statement, on behalf of President F. E. Schooley and the NAEB Board of Directors, and for your patience in allowing us additional time to prepare it.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:cr

TO: NAEB Members DATE: September 20, 1955

FROM: Frank E. Schooley, President

RE: 1955 Convention and related Association business

I wish I had time and opportunity to talk with each of you personally, or at least have a chance to exchange correspondence with you personally. I don't see how that's possible. So, I resort to this official document. I'll number the items, so you can check off your actions or reactions. If we get a good response to all items here, we'll have gone a long way toward saving good time at the convention.

1. The Board of Directors of NAEB will meet at 10 a.m., and at 2 p.m., Tuesday, October 25, at the Del Prado Hotel, Chicago. If you have any items on which the Board should act, or consider, please mail them to me no later than October 8.

2. The Advisory Committee to the President of the Educational Television and Radio Center will be meeting Tuesday night. Board members not on the Committee will be meeting with Region V members.

3. Region V is meeting at 2 o'clock, and at 8 o'clock, according to Director Marguerite Fleming. Del Prado Hotel.

4. Sites for the 1956 and 1957 conventions will be selected by the 1955 convention. The present committee, of which Burton Paulu, KUOM, University of Minnesota, is chairman, will make the recommendations to the convention on the opening day. Actual selection by the convention will be made Friday morning, October 28. If you wish to be host to either the 1956 or the 1957 conventions, be sure your invitation reaches Burton Paulu no later than October 10. Invitations are already on hand for both years.

5. THE RADIO FESTIVAL is scheduled for 8:30-10:00 p.m., Wednesday, Thursday, and Friday nights. You are requested to make recommendations to Kenneth Wright, WUOT, University of Tennessee, regarding any outstanding educational radio program which should be played and discussed-evaluated at the convention. There will be three such shows scheduled for each evening. A half hour will be allotted to each show. Shows which can be furnished on tape and for which a producer or director can be present to discuss will be given priority or high priority by the Ken Wright Committee. Send all suggestions, and all information to Ken Wright no later than October 5. Only those shows selected by Ken's Committee will be listed for evaluation. Here's a good opportunity to get into special, particular problems of planning and producing good educational shows.

6. THE TELEVISION FESTIVAL is also scheduled from 8:30-10:00 p.m., Wednesday, Thursday, and Friday nights. You are requested to make recommendations to William Harley, WHA-TV, University of Wisconsin, Madison, no later than October 5. As in the case of radio, three shows or parts thereof will be shown each evening. Availability of film or kinescope, and of producer or director will be high on the rating scale of the committee. Selected programs from ETRC -- the Center -- will be shown at the Festival. Here's a good chance for program evaluations, too.

7. Now we come to another important item, or items. Proposed changes for the constitution and/or by-laws. These items will be treated in a separate document, Document A if you want a label.

FES:wc
Enclosures

DOCUMENT A

PROPOSED AMENDMENTS to Constitution and By-Laws,
National Association of Educational Broadcasters
September 20, 1955

Constitution: It is not proposed to amend. Each of you were furnished with a copy at 1954 convention, or supplied by mail. Constitution pertains to (a) Preamble, Article I on Membership, Article II on Officers, and Article III on Amendments.

BY-LAWS: Article I - NAME - which now reads: "The name of this Association shall be the National Association of Educational Broadcasters," by substituting the following:

Proposal A. The name of this Association shall be the National Association of Educational Radio and Television Broadcasters.

Proposal B. The name of this Association shall be the Association of Educational Radio and Television Broadcasters.

Proposal C. The name of this Association shall be Educational Radio and Television Broadcasters.

Article III - Membership, Section 1a(3), which now reads: "Each Active Member shall be entitled to TWO votes. Where active membership is on the basis of both a radio and television station or stations, the authorized representative of each such type of station or stations shall have ONE vote, and shall be entitled to participate in all affairs of the Association without reservation," be amended to read:

Proposal D. Each Active Member shall be entitled to TWO votes, except that members owning and operating three or more radio and/or television transmitters shall be entitled to three votes. Institutions holding Active membership may designate how the two or three votes shall be cast. Otherwise, the director or manager of the radio and/or television station or stations of the Active Member, or other authorized representative or representatives, shall be entitled to vote and act for such station or stations of the member institution or body in all matters pertaining to the mutual welfare of the Member and the Association.

Article III, Section 1a(4) which now is last sentence in paragraph immediately above.

Proposal E. Substitute for III, Sec. 1a(4) the following: (4) Each Associate Member shall be entitled to one vote, provided, however, that no combination of votes (for Actives and Associates) shall give any one institution more than a total of three votes. If the NAEB by-laws grant three votes to any such Member, said Member institution shall specify how its three votes shall be cast and by whom.

Proposal F. Article III, Section 1b(2) which now reads: "An Associate Member shall not be entitled to a vote in the Association, excepting as its representative may be a member of an Association committee, but otherwise may participate fully in the activities and receive the services of the Association," be amended by striking out "shall not be entitled to a vote in the Association, excepting as its representative may be a member of an Association committee, but otherwise."

Article IV - Districts - which now reads: "The areas served by Association members shall be divided into six districts, numbered one through six. The Board of Directors shall, by resolution, designate the areas to compose each of the six districts, and the Board of Directors may, by resolution, change such designations from time to time", to be amended to read:

Proposal G. "The areas served by Association member shall be divided into not fewer than six districts nor more than nine, numbered one through six, seven, eight or nine as the case may be. The Board of Directors shall, by resolution, designate the areas to compose each of the districts, and the Board of Directors may, by resolution, change such designations from time to time."

Article VI. Section 2, which now reads, "CLASSIFICATION, NUMBER AND ELECTION. No person shall be qualified to serve as a director of this Association unless he is a duly certified representative of any active member. The Board of Directors shall include six elected directors, the immediate past president of the Association, and all duly elected officers of the Association, hereinafter specified. There shall be one director elected from each of the six districts. Directors from Districts one, three, and five shall serve two years, beginning with election in odd-numbered years; directors from Districts two, four, and six shall serve two years, beginning with election in even-numbered years," be amended to read:

Proposal H. No person shall be qualified to serve as an officer or director of this Association unless he is a duly qualified voting (Active or Associate) member of the Association. The Board of Directors shall include the duly elected regional directors, the immediate past president, and the elected president, vice-president, secretary, and treasurer. Directors from Districts of odd number shall be elected to serve two year terms and shall be elected in odd-numbered years; directors from even-numbered districts shall be elected in even-numbered years and shall serve two years.

Proposal I. Amend Article VI, Section 2 further by adding 2a, which shall read: Associate Members shall be represented on the Board of Directors by election of an Associate Member to the Board by voting Associate Members only.

Article VII - OFFICERS - Section 4 (which pertains to election and qualifications of the Treasurer) be amended by adding:

Proposal J. Amend Article VII, Section 4 by adding: "The term of office shall be the calendar year, starting the year immediately after election."

Article VII - OFFICERS - Amend by adding Section 5.

Proposal K. Add: Article VII, Section 5. Regional Directors shall be nominated and elected by voting members of the respective regions. Nominations and elections within each region shall be in accordance with rules and regulations promulgated by the Board of Directors, except that said nominations for office shall be called for from members no less than 90 days prior to the annual convention, that all nominations shall be made known to all voting members within the region no less than 60 days prior to the annual convention, and a vote of all voting members shall be taken by mail no less than 30 days prior to the annual convention. A majority vote of those casting ballots, or a majority vote of those voting members in meeting assembled, shall be required for election to office of Regional Director.

DOCUMENT A - Appendix:

Here are the pros and cons listed by some of you in correspondence, passed along in one way or another by others. If I miss any, please forgive me. I am listing all I can find, all I can think of that have been advanced in earlier times. One thing I do hope, for good of NAEB, is that we consider all of the proposals objectively, dispassionately....that we arrive at some conclusions by vote at the convention... that whatever the vote is at the convention, we abide by said decision, say for one year at least. If I have failed to list any major proposal, I apologize. I have not done so intentionally. I have no objections to the convention considering other changes, but I would like to know as far in advance as possible. And, such consideration will require unanimous consent for consideration. For good and valid proposals, I'm sure we can get it. Now, after you have studied proposals, if you have questions, comments, and jet-propelled criticisms, I'll welcome them. Here goes me:

Re: Proposals A, B, and C. PRO: (1) Present name does not indicate enough the inclusion of both radio and television broadcasters. (2) NAEB has been used by National Association of Educational Buyers since 1920.

CON: (1) NAEB has been used for years. (2) NAEBroadcasters includes both radio broadcasting and television broadcasting, see Webster for broadcasting. (3) It isn't the name that counts anyhow. It's what we are and do and stand for.

Re: Proposal D. PRO: (1) A more equitable voting system should be worked out. This does it. It provides for voting, based upon extent of service given. (2) It provides for voting regulations of institutions having three or more stations by limiting voting power to three.

CON: (1) It further confuses voting methods. (2) What's wrong with present method, or the old one of one vote each.

Re: Proposal E. PRO: (1) This gives the Associate Member a vote as well as a voice. (2) Associate Members should have a vote because of their mutual interest, mutual efforts in education by radio and television.

CON: (1) Associates have a voice, they don't need a vote. (2) Adoption of Proposal "I" will give the Associate Members real representation, a better voice than voting on all business matters.

Re: Proposal F. PRO: (1) Simply makes section consistent with possible action on Proposal E.

CON: (1) Hear I a Con?

Re: Proposal G. PRO: (1) We need more than six regions, but there should be some limit. (2) Right now, Region Six (or District VI) feels it is too large, and not as workable as if it were divided, or re-districted. The limit of six makes it difficult for Board to adjust because presently Board can create only six regions (districts).

CON: (1) Board will be getting too big.

Re: Proposal H. PRO: (1) This simply provides for actives or associates to hold office and indicates terms for Directors and years of election.

Re: Proposal I. PRO: (1) Associate Membership should have representation on Board of Directors. This is a direct way to do it.

CON: (1) They don't need it.

Re: Proposal J. PRO: (1) The Treasurer should serve during calendar year because of records, etc. This defines term. It doesn't change otherwise, and will not hinder operations of Treasurer as a member of Board of Directors.

Re: Proposal K. PRO: (1) Regions should elect their own Regional Director, not the national organizations. (2) This is a better and closer representation. (3) A method to nominate and elect, other than at annual convention, is needed to give members a better voice.

CON: (1) It's a lot of work.

(2) Will this system result in same high quality of Directors?

Hear ye, hear ye. If you have comments to add, to delete, pass them along. Actually, if we get enough for another collection, I'll have them prepared, or at least arrange for presentation prior to any voting on any proposal herein listed, or hereinafter proposed.

October 31, 1955

To: Ola Hiller
John Schwarzwalder
Arthur Weld, Jr.

Dear Ola, John and Arthur:

Do you concur with this address for you? And do you continue to be active representative of your member institution (except Weld: I believe Ken now receives materials)? And is one Newsletter enough for each of you?

On their way to you are various items I thought you should have. Don't hesitate to ask questions, though I'd guess a lot of them will be cleared up with time. Also on its way to you is appropriate stationery. Let us know when you need more. And please call when we can help.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc

materials sent
11/3/55

W.C

Please send envelopes + Regional Director stationery to all these people meanwhile (in addition to other items)

MATERIALS SENT TO THE
NEW MEMBERS OF THE BOARD
11/2/55

FINANCIAL STATEMENT, REPORT OF EXPENDITURES FOR THE PERIOD, AND RECEIPTS FOR THE PERIOD July 1, 1955 to September 30, 1955

ALBUM REPORT FROM October 14, 1954 to October 12, 1955

HJS'S LETTER TO DR. SEAY, dated September 22, 1955 (supplementary material and statements you requested in your letter of June 30, asx additional x background for our request of May 26 to the Kellogg Foundation)

HJS'S LETTER TO THE BOARD (final fiscal report, together with covering letter to Dr. Seay), dated August 4, 1955

DR. SEAY'S LETTER TO HJS (asking for complete financial statement of program during the period of our current grant), dated June 30, 1955

W.K.KELLOGG FOUNDATION Grant Renewal Request, June 30, 1955 (including proposed budget for July 1, 1955-June 30, 1956)

HJS'S LETTERS TO VANDUYN AND SEAY (proposed request for grant to Kellogg Foundation for the five-year period July 1, 1956 to June 30, 1961), dated May 26, 1955

EX ANALYSIS OF GRANTS MADE TO THE NAEB (Since circa January 1, 1951)

NAEB AREAS OF ACTIVITY AND FUNCTIONS and ORGANIZATIONS ACTIVE NATIONALLY IN ETV in the U.S.—WITH THEIR ROLES, AS MUTUALLY DEFINED AND RECOGNIZED

HJS'S LETTER TO MR. GRIFFITHS (including reports on the TV-Radio Placement Service, the TV Engineering Service, and the TV Management Consultant Service, all of which are made possible by FAE grants), dated April 28, 1955 (including also combinedfiscal reports, dated April 25, 1955)

Album Report from October 14, 1954 to October 12, 1955

Albums Sold

Ways of Mankind I	102
Ways of Mankind II	54
Jeffersonian Heritage	32
Communism	9
TOTAL	197

Money received on albums

Ways of Mankind I	$2,495.00
Ways of Mankind II	1,290.00
Jeffersonian Heritage	730.00
Communism	215.00
	$4,730.00

Gift copies of albums

Ways of Mankind I	3
Ways of Mankind II	4
Jeffersonian Heritage	2
Communism	1
	10

Records sold individually

6 records sold	$21.35

TOTAL OUTGOING ALBUMS	207
TOTAL MONEY RECEIVED	$4,751.35

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

TO: NAEB Board of Directors
Joint Council on Educational Television
ETRC Board of Directors
NCCET Executive Committee
Dr. Arthur Adams, American Council on Education

FROM: Frank E. Schooley

Since I have been requested by one or two of you to furnish a copy of my letter to Mr. McNeil Lowry of the Ford Foundation in which I voiced the views of NAEB on the JCET request to the Ford Foundation, I am furnishing all those listed above with a copy. I trust this action on my part, along with all my other activities for NAEB, will be interpreted only as it is intended, namely of working for a "merger of interests" for the greatest utilization of television for education. I stand ready now, as I always have, to work for a mutual agreement that will not only save educational television, but work for a stronger position.

14 Gregory Hall
Urbana, Illinois
November 17, 1955

FES:wc

C
O
P
Y

14 Gregory Hall
Urbana, Illinois

November 11, 1955

Mr. W. McNeil Lowry
The Ford Foundation
477 Madison Avenue
New York 22, New York

Dear Mac:

You asked for my reactions, the reactions of NAEB, to the request of the Joint Council on Educational Television for a sum of $195,065.00 for 1956 operations. I'm happy to record them here, although I think my opinions, which are subscribed to by the NAEB Board of Directors, are generally known, including members of JCET.

First, let me say that I favor a united front. It was NAEB who requested President Arthur Adams of the American Council of Education to call a meeting of the five interested groups to discuss possibilities of eliminating overlapping functions and services. This was some two years ago.

I favor the elimination of overlapping operations, not only because educational television will be better served, but also on account of the lack of realism in the spending of monies and energies, no matter what the source. I do not care that all do not agree with me (with NAEB), and I do not believe that all should necessarily share my views, but I submit no one can say that NAEB has not given every indication of its willingness to mutually agree to solutions of problems in educational television broadcasting. I submit the NAEB-ETRC relations as an example and you may check with President Newburn of the Center, or with the Executive Committee of the Center Board. This is not to indicate that problems haven't arisen, but when posed we've agreed to workable solutions.

As a matter of record this JCET request was agreed upon by a quorum (five) in attendance at a meeting in Washington on Wednesday, November 2. I was the only non-Washingtonian in attendance. Others present were Belmont Farley, NEA: Franklin Dunham, AERT: Edgar Fuller, Chief School Officers; and Russell Thackery, Land Grant College Association. The JCET vice-chairman, Edgar Fuller, presided. It is a matter of JCET record that I voted against the requested budget. These statements should not be interpreted to indicate that President Jorgensen does not subscribe whole-heartedly to the request. I'm sure he does.

It is also an acknowledged fact, or should be, that I stated to those present that I felt that the JCET attitude had been the most troublesome in the efforts to bring all interests together, that JCET did not go into the meetings aimed at solving the common problem with the same spirit that other groups had entered such

discussions. When the question as to what the statement agreed upon by Jorgensen and Newburn (to which I was also a party) meant, I pointed out that it was intended to be a limiting statement regarding the functions of JCET. I also expressed myself as favoring a budget request in the neighborhood of present figures, $120,000 to $150,000, having not had time to study carefully all details. I was a minority of one.

NAEB is willing, like the Executive Committee of the Center Board, to accept the JCET decisions of October 6, as modified by the Jorgensen-Newburn statement, but we still prefer the original "Washington Compact", although we would be quite willing to modify to include on the five-man policy committee representation of the NCCET, and one from the elementary-school group.

Although indicating he was expressing only a personal opinion and would have to seek JCET concurrence, President Jorgensen agreed to the original Washington Compact, assuming insertion of the following sentence, "It is anticipated that the first at-large members will represent land grant college and national citizen interests" was not understood by him, although Newburn and I recall no objection to Dr. George Stoddard's suggestion. President Arthur S. Adams of the American Council on Education also agreed to this Compact. (It is an interesting sidelight that although at least one other JCET member was sent copy of the Adams' letter supporting the JCET request, I was not sent a copy by JCET.)

Having reviewed some of the problems and proposals, in particular in the current JCET request, I must say that I feel the "merger of interests" seems only partially attained at this time. I think other desirable steps remain. Such problems as citizens' representation on the Council, the study and elimination of overlapping activities or the clear definition of activities, for example, remain undefined except for the broad statements of Newburn-Jorgensen and the JCET statement with respect to citizens' representation.

So that you may have a proper basis for appraisal of my remarks, may I say that as NAEB president I have been given discretionary power by the NAEB Board of Directors to speak for and act for NAEB in handling this problem. This I have never said in meetings, including JCET meetings, so that my position would not be misinterpreted by some when I happened to express viewpoints different than some others.

Thanks for the opportunity to express these views on the JCET proposal. I stand ready to answer additional inquiries whenever required, and I'm quite willing to discuss these matters with all parties concerned.

Sincerely,

Frank E. Schooley

Frank E. Schooley
President

FES:cjf

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

November 23, 1955

TO: NAEB Board
Engineering Committee
Professional Advancement Committee
Mr. G. H. Griffiths - FAE
Mr. W. M. Lowry - Ford Foundation
Mrs. Ann Spinney - FAE
Dr. Ronald Shilen - FAE

FROM: H. J. Skornia

SUBJECT: 1955 NAEB TV Engineering Workshop Comments

For your information, here are the unedited comments of those who participated in the 1955 NAEB TV Engineering Workshop held at WKAR-TV at East Lansing, Michigan, September 12-16, 1955. A complete report of the Workshop is now being prepared by Mr. Bidlack, who coordinated the Workshop, with committee support. You will be supplied with copies of this when available.

CSB:HJS:cr

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
1955 TELEVISION ENGINEERING WORKSHOP
COMMENTS

KWSC---

May I preface my remarks with the statement that academically I have done as much work in the field of Education as in the field of Engineering. I also have approximately seven years in teaching experience. I can't help but view the TV engineering workshop with both the viewpoint of an engineer and an educator.

1. My primary objective in attending the conference was to learn as much as possible about kine recording and the associated problems connected therewith. I can truthfully state that I learned a lot. (Don't ask me for a ten word definition of gamma.) It became increasingly evident that this is a big field in itself and can best be studied with the actual equipment on hand. The importance of proper lighting had hitherto been only on the edge of my consciousness. It has now been brought into sharp focus and although we have an excellent studio facility and lighting grid system, which we wouldn't trade for WKAR-TV's, we haven't any dimmers. I now realize that it would be almost ridiculous to embark on a quality kine recording program for statewide distribution under these conditions.

Fortunately the use of the demonstration technique was used more in this field, at the conference than in any of the other fields.

2. I will lump points 1, 3, and 4 on your suggestion sheet.

From an educational standpoint, the man who said that this was not a true workshop was absolutely correct. It would be better to call it a conference. Perhaps a conference is what it should be. To make it real workshop would be a real problem and maybe not even possible.

On the premise that a true workshop were desirable and possible with respect to availability of funds and resource persons, I would like to suggest the following.

> Not everybody is primarily interested in the same things. Neither are they at the same level of experience and understanding. Going to a conference or workshop of this kind is not unlike reading an issue of Electronics magazine. A few articles are of prime interest, some are of secondary interest, others are of no interest at all.
>
> So, it would be desirable to have an elementary section and an advanced section of the group. Also it would be nice to have two or three fields of activity in operation simultaneously thus giving the participant a selection to fit his particular interests and needs and allow him to reject that which doesn't particularly concern him. This procedure will break the group down to smaller groups and thus alleviate the problem of large groups actually operating limited equipment. It will also provide more individual attention. Placing people with other people on their own level will cause more individual participation. In our group this year we all knew where the brains and experience were but many people did not enter into any of the discussions because they were afraid

to exhibit their own ignorance. I suspect this group was the majority. This is not too healthy of a condition. The primary purpose of the workshop should be to help the lower echelon group, not to help the smart top bracket get smarter.

Now, if we are going to do all of this, how are we going to do it? I suggest we deploy our own forces and use them for resource persons in their special fields and use resource persons from manufacturing companies only as auxiliary help. Let them be there and make them available on a person to person basis but limit their use of educational time for promoting their particular equipment.

In this manner we can have a planning session with all of the resource persons in advance of the actual workshop and iron out who will do what and do it with minimum overlap into somebody else's territory. Conceivably this could be done in two days immediately before a three day workshop.

At the risk of sounding like a school marm, whether you are on the resource people's level or at the level of a class participant, you do three things. 1. You talk about what you are going to do. 2. You do it. 3. You evaluate what you have done so that you can do better the next time.

4. Only complaint on physical set-up: The combination of heat, smoke filled air not moving, darkened rooms (necessary if you are going to show slides) do not make for maximum attention on the part of participants.

5. When we actually get to the buying phase of kine recording we will certainly call on NAEB or some of the more experienced engineers that it has been my good fortune to meet at this 1955 workshop.

Well, Cec, you asked for ideas. Here's mine. Maybe you will think I'm shooting at the moon. In any event the purpose of my preceding discourse is not to criticise the past workshop but to suggest somewhat of an ideal for the future. Maybe it can't be done at all. Maybe it would cost too much. Maybe our own experts wouldn't be available as resource persons to conduct a particular block of the workshop at a particular level of understanding. Maybe the whole thing should be conducted on a regional basis splitting the country four or five ways. Anyhoo if everybody gives it as much thought as I have, you should come up with something out of these 30 or so reports.

I certainly think the workshop was worthwhile for me and it was a genuine pleasure making the acquaintance of the other engineers there. We're a long way from nowhere out here.

R. E. Baird

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WSUI---

In any evaluation of the 1955 NAEB TV Technical Workshop or a comparison with the 1954 Workshop, consideration must be given to the following: The 1954 Workshop was the first one ever held and it was expected that mistakes would be made which could be corrected in following programs. Also the 1954 Workshop was planned for engineers with vastly different degrees of proficiency in the field of television. The general program was designed to make them better acquainted with different

manufacturers products and to give them an opportunity to study operational methods in the larger television installations. By contrast, the 1955 Workshop was planned for those engineers who had a good knowledge of all equipment and of operational methods as well. These engineers were carefully selected from applicants who were already engaged in television work and represented the key people in each institution. It was expected that they would return and pass the information gained, to those working under them. The program was planned to stress those problems which engineers in educational television stations found most difficult. For this reason a major portion of the program was taken up with problems associated with kinescope recording although adequate time was given for lectures, discussions and demonstrations of other subjects.

Although the term "Workshop" indicates that participants would spend much time operating equipment by themselves, this was not the case during these sessions. Equipment was available, but in most cases, those attending had already sufficient experience in such routine operation. Rather, the value was obtained through lectures given by experts in the various fields and opportunity to discuss general and individual problems with these experts. Numerous demonstrations were included, using available equipment, which seemed entirely adequate.

With the above in mind, the selected number of twenty-five participants seemed to be a good choice. With a greater number, the program would have been unwieldy and individual attention could not have been given. Likewise, the feeling of informality, which is a great advantage, would have been lost. A lesser number would not justify the effort expended in securing expert instructors, as well as funds for other necessary items.

The program was planned so as to allow evening hours for informal discussions and questions. This is always difficult to organize and conduct and a certain number of semi-formal talks must be pre-planned in order to start discussion. While such informal discussion seemed to be a minimum during these sessions, the fact that all participants were housed together in one wing of a dormitory, led to many healthy discussion periods during the later evening hours.

All sessions were started and ended reasonably well on time. There is a question as to whether more spare time could have been given participants but with the schedule as outlined it was necessary to start early and end late. It is thought that more was gained than lost by this arrangement. The material could have been scheduled to cover several more days at a more leisurely rate, but with other demands on participants' time, it is thought that they would probably have lost something in enthusiasm and interest if the workshop had extended into the second week. Accommodations were excellent as were facilities for carrying out the program.

Although this participant may be somewhat biased, having had a part in the preparation of the workshop program, to him it seemed to be outstandingly successful. The workshop was worthwhile if only for one phase--that of kinescope recording, information about which was badly needed by educational television engineers. A great deal of credit is due Mr. Cecil S. Bidlack for his capable and efficient handling of all details connected with the workshop. It was a valuable and very much worthwhile experience.

Carl H. Menzer

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WBOE---

1. It might be advisable to consider the possibility of having the workshop start one week earlier than it did at this session. This might enable some members to attend who otherwise could not because of school opening dates. I believe the organization of this workshop was excellent and I have no comments for improvement.

2. I expected to increase my knowledge of TV station operation, equipment and test instrumentation. I also hoped to meet other engineers in the educational TV field and gain a knowledge of their problems and the solutions to them. These things would all be valuable to me when we order, install, and operate our new TV studio.

   The workshop provided me with the opportunity to complete these objectives and in no respect did it fall short of my expectations.

3. I believe it is impractical to attempt any type of workshop for 20 or more engineers where actual equipment operation could be conducted. The problems of such a workshop would be too extensive for value received.

4. a. I think the suggestion of having a tape copy of Ed Stasheff's speech available to NAEB members should be followed up and notices sent to workshop engineers when they may obtain same.

   b. If at all possible it might be helpful to make copies of TV log and maintenance report forms available to NAEB members.

   c. Also if feasible, I think it would be desirable to publish a list of salary ranges paid to TV technicians. I would be glad to assist in such a study.

   d. It would be interesting to have a list of NAEB engineers and technicians who are "hams" and their call letters.

5. These comments are included with item No. 4.

W. B. Louis

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State University of Iowa---

1. I have no suggestions for changes in the workshop set-up or organization. Some of us during discussions thought it would be a good idea if we would have a sort of regional conference just after the workshop report is issued so that more people in our area could benefit by our attendance and it would give us an opportunity to gather more information which could be disseminated through the Newsletter. We thought perhaps a two day conference including parts or all of 3 or 4 states at a central meeting place. Perhaps you could help us if you think it a good idea.

2. I expected to receive the benefit of the knowledge and experience of others to help me do a better job for my Institution. This is exactly what I got out of the workshop plus a few ideas of my own that may benefit others if they work out.

3. I don't think that it would be too practical for a group such as ours to work much with equipment. I think that we do work with equipment every day and knowledge of others is more important to us. It is a great advantage to know of new equipment or new uses for old equipment and be able to see and examine it as we have in past workshops.

4. I liked the semi-formal round table discussions that we had this year; I liked the way they broke up into informal groups for further discussion of specific problems. I did feel that we tried to do too much in too little time. Perhaps the same amount of work in a couple more days would be better. I felt a little too much pressure.

5. I am very appreciative of the service extended by the NAEB Engineering service. I have found it competent and willing to help with every request. Perhaps new bulletins and brochures of companies available could be listed in a special section of news letter and made available on request.

C. D. Phillips

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WILL-TV---

1. The organization was very good and things moved along with a very good pace. I like having things proceed as scheduled. I feel that the "bull sessions" after hours were very helpful for me.

2. My expectations of the workshop were of a general nature, just to learn of other people's problems and to find out how they solved them. This was very adequately fulfilled.

3. Operation of equipment would have been of little importance to me since I can do that here at work. I do think that all engineers should be encouraged to tell of any unusual experiences with their equipment, via both the news letter and the workshop roundtable discussions.

4. This may seem odd to mention but I think more people would speak at the round table discussions if we all sat around a large table so we could all take notes easily and a moderator would control speaking to one person at a time.

5. The engineering service could help me via a publication of general practices regarding air time, kine time, maintenance time, etc. vs. total man hours so that when we are asked the cost of a show, or special service we can give a more specific answer. Wages vs. schooling, security, etc. for engineers in the educational field could also be a help to hire and keep good engineers in this field.

Clarence Berbaum

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WBJC-FM---

1- Suggested changes in the set-up, organization etc., for the future workshop.

In light of my past workshop experiences; I could now profit by attending a workshop, held at an educational center, where the student body or the community was active in participating in the operation of the station. I would like to

participate in a study of the organization, methods of operation and the type of training program required for the successful operation of this Educational TV Station.

In Baltimore, Channel 24, will be serving a community which has three V.H.F. stations providing programs from three nation wide networks. The life of our station will depend on the active participation of the citizens of Baltimore in the operation of the station.

2- (a) What did I expect to receive by attending this workshop?

I expected to receive instruction and information that would aid me in making recommendations for the selection of site, housing, operating equipment and man power required in planning of an Educational TV Broadcast Station.

(b) To what extent did you receive what you expected?

Surprisingly, I acquired more than I expected. The workshop developed a realization of the problems and responsibilities involved and the need for complete planning.

I believe I now have the background knowledge and the resource material necessary to sit down and plan the development and operation of an educational TV Station.

(c) After making an evaluation of the workshop, in light of my needs, I find there were no shortcomings. The program sponsored by the workshop was exactly what I wanted.

3- I do not think the problem is one of actual operation of the equipment. From the social contacts which I made, it was clear, everyone had a radio communications background. The actual operation of the equipment, I am sure, would not prove to be a problem in the operation of the station.

4- This idea may be mentioned by others, but I will pass it on for your consideration.

In one of our informal get to-gethers it was suggested, (not by me), that, after the workshop, regional meetings would be organized by the NAEB. These meetings would bring together NAEB members and others working in the educational broadcasting field. One or more workshop members would be in attendance at each one of the regional conferences. He would present his workshop experiences to the conference. In this conference, an exchange of ideas would take place and local problems discussed.

The consensus of opinion, was that a date would be set for the regional conferences approximately four weeks after the workshop. This would give the workshop representative time to get his workshop report. His workshop experiences would still be fresh in his mind.

5- The NAEB Engineering Service may be of an assistance to me by making a study of our final plans for our TV Station. At this time our station is in the process of organizing the community agencies in support of the project.

Edward J. Arnold

* * * * * * * * * * *

WGBH-FM-TV---

I have just returned to Boston from the Second NAEB TV Engineering Workshop and wish to express my appreciation to the NAEB, yourself, and the personnel of WKAR-TV for a most pleasant and valuable week.

It is very difficult to suggest an improvement in the setup or organization of the Workshop, with the exception of minor details such as better location of monitors and such small items. I do not think that it would be possible or advisable to try to operate the equipment with such a large group, since most of them already have equipment of their own.

In addition to the technical information supplied by the speakers, the course was most valuable in enabling the Chief Engineers of the various stations to meet each other and swap ideas and experiences, and it is my earnest hope that an effort will be made to make this an annual affair. Another valued result from this Workshop was to bring to the attention of all concerned that the NAEB Engineering Service is there and ready to help. This is not always realized by some of us who do not have too close contact.

Arthur W. Richardson

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Memphis Community TV Foundation---

This member wishes to report the following as per your request.

1. No suggested change in set-up or organization. This member feels the workshop was extremely well planned and organized.

2. This member expected to receive the value of meeting with other engineers in the educational television field and exchanging information. This was accomplished.

3. This member realizes that in a period as short as four and one-half days, there is not ample time for twenty-five people to operate equipment.

4. This member feels that the entire workshop was a great success. The workshop was well planned, organized, and executed. All was accomplished in as short a time as could possibly be expected. The program was excellent.

5. This member wishes to express his appreciation for the present NAEB Engineering service. The workshop is invaluable. The newsletter is a great help in keeping members informed. It is suggested that an availability sheet for both equipment and personnel be incorporated in the newsletter. Many of us are in the market for competent engineers and good used equipment. Perhaps some member or non-members have a surplus of equipment or personnel available; if so we would like to know.

   It is further suggested the regional workshops be set-up if possible. This would be accomplished at greater frequency than the national workshop. Perhaps members in the lower echelon could be revolved which would give them a chance to clear information which would in turn make them feel part of the scheme and make them better engineers. This would also give the other participating members a feeling of belonging. A regional workshop of this type

could be for three days over a week-end. Travel on this basis would not be time consuming. The regional workshop would not be meant to replace the national workshop but would be a supplement to it and help act as a clearing house for the annual national workshop.

Clement E. LaFond

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WTHS-FM-TV---

The following notes are respectfully submitted in compliance with the NAEB TV Engineer's request. It is to be understood that the undersigned has had a television station in operation only a relative few short weeks, and that TV experience does not exceed this by much.

Comments are based only on my own reactions, for it would be impossible to have me reflect any normative opinion which might apply to all.

1. I would like to see a program which, to a greater degree, was more sensitive to participants' requests. While any and all of the content was timely and valuable for me, the emphasis on video recording did not meet my most urgent needs. Undoubtedly it is very difficult to provide the wide array of talent and experience which graced the speaker's platform. It is, and always will be true too, that education must take the individual differences of the participants into account.

2. In 1949 the writer was privileged to visit a radio conference which favorably influenced his performance in setting up an fm operation for five years afterwards. I looked forward to, and achieved the values hoped for in this second opportunity at Michigan in 1955. To state a few of these objectives: Chance to learn of new equipment; new techniques, new theories; get acquainted with existing principles and practices; gain an awareness of TV station progress, problems and people in NAEB.

3. If at all expedient, there might be several "shop" segments of time allotted. Actually, these would merely be a lab presentation of what was so admirably covered in our cirriculum for the week by lecture, by lecture-demonstration and by discussion teaching methods. There would, however, be the opportunity for people who felt the need for something....to try their hands at it. Perhaps there might be provided a two-hour period for "shop" where participants could enroll in a limited-number activity. With several shops going at once, or the same one repeated over a few nights, a "rich experience" could be had by all.

All through the week I had the urge to climb the WKAR lighting grid to check the weld technique where the vertical supporting rods were secured to the pipes. An opportune moment never seemed to present itself. (At this point I hasten to add that I'm thankful for the opportunity to get the full lighting treatment, and to have spent five days exposed to a lighting system). Thus, a "shop" segment might have entailed a lighting problem, a test equipment problem, a camera chain checkout with new....or just plain good...equipment.

4. In spite of the item #3 comments, I wish to observe that a workshop need not necessarily need to be an experience where work itself is accomplished. We can readily talk about building a bridge (and utilize the audio-visual tools of education which we "tout") in an exchange of knowledge and experience, and never once

cut a piece of steel. Our workshop succeeds if practical performance of its participants in the field of educational television is enhanced thereby.

5. a) Bigger and more frequent Newsletter. Include "For sale" and "Wanted" columns and (if you ever find the time) items about people and progress in NAEB. Frankly, I want to hear more NAEB.

b) It is hoped that Mr. Bidlack will be able to visit our activity prior to purchase of studio equipment (presently awaiting disposition of available funds). A candid expression on the merits of various equipment, manufacturers & types from an impartial observer is indeed to be sought after.

Herb Evans

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KUHT---

1. Since Workshops would understandably need to fit into the locale in which they were held and still fill the needs of the group attending, and observing how beautifully this was accomplished in our workshop just completed, all I could say is "well done" on this point.

2. KUHT's greatest need by far was information on latest license attitudes and requirements of the FCC. These needs were well filled in your acquiring the presence of Mr. Dan Jacobson, license application examining engineer of the FCC.

3. Perhaps a little more time on actual transmission equipments and a bit less on kinescope equipments and problems. It would be difficult for me to see a better way to handle so many men on equipment demonstration, however, than we had this year.

4. I think Michigan State and WKAR-TV rate fullest appreciation and kindest regards from us all in their cooperative efforts to insure a great workshop week.

5. Might it be feasible working through N.A.E.B. to attain use of seldom used, costly, but occasionally badly needed test equipment such as one of the recommended set-ups for measuring harmonics for FCC proofs. Perhaps this could be accomplished by joint purchase by N.A.E.B. members working through you, or N.A.E.B. purchasing same and leasing to member stations at some figure as needed; or perhaps best of all, N.A.E.B. owning equipment and members working with you on a consulting basis.

James Byrd

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KUSC---

1. I would hesitate to suggest any changes in the set-up or organization of the workshop in that I feel that all the available time was well utilized. WKAR-TV is to be thanked for their cooperation, and to be congratulated on the "smoothness" of operation as to studio and conference space, availability of equipment and cooperation of personnel in demonstrations. A vote of thanks should also be extended to the many speakers and exhibitors who attended the workshop.

2. Upon examination of the advance program, I expected to receive information on kinescope recording and processing, on lighting and new equipment. Through the demonstrations, lectures and field trips much more information was presented than I had anticipated, especially in microwave and color equipment.

3. I feel that if more actual operation of equipment had been planned, it would have resulted in a reduction in the number of speakers possible. In my opinion the workshop was properly planned by not having equipment operation sessions, however I can only speak as a member who has equipment available.

4. The only additional comment that I wish to make is that I believe that it would be better to hold the workshop about one week earlier. This would give a little time between the workshop and opening of school in most cases.

5. As for my suggestions on ways the NAEB Engineering service could be of help to our organization, I might suggest a group of films or kinescopes, made by experts in their respective fields, on lighting, control room operation, lens techniques, etc. which could be obtained for periodical showing to classes or crew.

Merlyn D. Rawson

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WBAA---

1. I suggest that those members who have used equipment that has had to be rebuilt or modified in order to work properly be requested to describe their experiences. If practical, some investigation should be made to see if their troubles were due to incompetence or lack of maintenance. Useful modifications are of general interest if they are really of value and not the result of someone's desire to tinker.

2. The 1955 Workshop covered substantially the subjects I expected and preferred. I was probably less interested in the labor relation talks than in any other subjects. However, I realize that this may not be the case with most of the members. In no manner did the workshop fall short of expections.

3. Yes. I would prefer more actual operation of equipment. I would have no opposition to being on a night shift if that would help solve the problem.

4. No other comments.

5. Provide an exchange list of surplus equipment for member stations.

   Provide a list of sources for test and alignment tapes, test films, etc.

Ralph R. Townsley

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KTOY---

1. While the round table sessions were very valuable as they were handled, I feel that, as an individual, I might have benefited more if part of each evening had been devoted to smaller discussion groups around each of the speakers of the day. I realize that in a case or two, the speakers would not have had much of a discussion group but feel that this could be handled by having the participants turn in cards signifying their preference; then, if the groups did not divide along natural lines of interest, a combined discussion could be held or perhaps two speakers could go into the same group.

   When I first received the detailed schedule of sessions and even when I was in attendance, I felt that the evening sessions made a rather long hard day. However, in retrospect, I feel that the long hours were well worthwhile and much better than the other possibilities of lengthening the workshop or making it less comprehensive.

2. In attending the workshop, I expected to receive information that would be of help to me in the final planning, installation, maintenance, and operation of our TV installation. While much of the workshop was devoted to operating problems, this has been of help to me in the final planning of our set-up. I had several informal talks with the WKAR personnel about their installation and also with the other workshop participants. I expect to reap greater benefits when we get into actual operation.

3. In a five-day workshop having such a broad scope and consisting of 25 participants, it is difficult to imagine how much actual operating could be worked in. If the scope of the workshop were considerably narrowed and if there were fewer participants, then perhaps it could be more of a workshop. I feel that for the time invested, the conference pays greater dividends.

   Since I was one of the participants who needed the actual operating more than most, I am attempting to solve this individually as much as possible by working part-time in a local commercial TV station.

4. At the workshop I expressed, and heard expressed, the desire on the part of some of the participants to receive virtually word-for-word transcripts of some of the talks. I heard various participants indicate that if the NAEB did not have the time, funds, etc. to make the transcripts, that they had the facilities at their institutions. These transcripts would be valuable, not only to workshop participants, but also to other educational TV engineers. My greatest personal need is for the papers on lighting. I would be glad to help in having these transcribed and duplicated if the NAEB does not plan to do so.

5. Continue the technical tips, Engineering Newsletter, etc.

John McClamrock

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KUOM---

The 1955 NAEB Television Engineering Workshop was a well planned and a well executed affair. Little can be said in the way of improvement. One thing, however, that did seem lacking was the opportunity to see products on display. There are specific pieces

of equipment that each of us would like to see and discuss. An excellent way to achieve this would be to overlap the NAEB Television Engineering "convention" with a portion of the NARTB Convention.

One other area that could possibly be modified is transmitters. Those who have closed circuit operations and don't intend to go on the air, are not interested in the problems of transmitters. Those who are on the air are not concerned with the problems of obtaining construction permits, proof of performance measurements etc. Only those who plan to go on the air in the near future have much interest in these problems. Therefore it might be better to devote this time to problems of general interest.

Our expectations were more than fulfilled, particularly in the field of kinescope recording. The wealth of information presented in the sessions on light, lighting, kinescope recorder operation, and film characteristics and processing, provided us with answers to many of our problems. For example: knowing nothing about lighting, we took the word of the production people as God. Some of our sets we're sure had in excess 300 foot candles of base light. One show that we tried to kinescope had a contrast ratio far in excess of the recommended 20-1. The difficulties encountered we attributed to faulty kinescope operation!

As far as operation of equipment is concerned, we do not feel that it would contribute much to the Workshop. It would take considerable time, and few of us would gain much by pushing cameras, or twiddling beam current controls. Specific procedures such as setting up a kinescope recorder could better be handled by the NAEB Engineering Service at individual stations--possibly training aids such as tape lectures with slides could be prepared to assist in developing operating techniques.

Much information was presented in the field of kinescope recording. This undoubtedly will show in the future in the form of better kinescopes. However, much is left to be done in this field. For example, the kinescope shown by Jim Johnson of WOI-TV was far superior to any shown by Mr. DeLend. The new Eastman 7374 film coupled with the technique of aperature correction seems to make possible film quality in excess of the capabilities of film pickup systems. For any type of film used in kinescope recording there are optimum negative and positive process gammas. These are dictated by the maximum light output and linearity of the kinescope tube, and the linearity and sensitivity of the films used. At present there are as many standards as there are kinescoping units, and to send a negative to a lab with the instructions "print for best picture" leaves much to be desired. To obtain not just acceptable kinescopes, but top quality ones requires that these optimum characteristics be determined. It remains as a challenge to us to arrive at and specify these standards.

Of great value at both of the NAEB Television Engineering Workshops has been the opportunity to get together on an informal basis with other members of the Workshop, and with technical representatives. At these "bull sessions" many ideas have been discussed and evaluated. Some of these ideas will be tried and better kinescopes, better film pickup techniques, or better camera operation may be the result. It would be of great value to get together more often to further this exchange of ideas. One proposal is that we organize area workshops mid-way between the regular workshops. This would have several advantages. By confining it to smaller areas, for example--Minnesota, Wisconsin, Illinois, and Iowa--transportation costs could be lessened, the number of people from each station could be increased, and many ideas would be obtained from seeing other operating units. These workshops could also be held in areas where no educational institutions are, but where items of general interest are, such as the new Vita-Scan unit in Milwaukee. John Klindworth indicated that he would be happy to

arrange for groups to see this unit in operation. Other manufacturers' representatives have indicated much interest in the idea of these workshops, and indicate that they would be happy to assist in any manner possible in arranging a program.

W. G. Benson
L. A. Larson

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WHA-FM---

In general, it appears to me that benefits derived from a meeting such as this result in:

1. Information gleaned from papers presented and equipment inspected
2. Experience gained in participating in presentation of papers and delivery of technical speeches
3. New contacts made with fellow technical men outside of the conference hall

As the meeting was conducted this year, I felt that each of the above produced some very valuable help. Outside of some advantages realized from meeting in or near the manufacturing and research centers of Dumont, RCA, GE, GPL and others, I think the meetings as conducted this year are less apt to be colored by high pressure commercialism. I think that the type of meetings held last year and this year both have advantages and I would favor an alternating plan.

I had hoped this year to receive additional information on new equipment and its use and think the papers presented covered the subjects quite well. I think that the inclusion of the papers in the chairman's general report will be very valuable as a reference guide. I also felt that "dormitory" and "corridor" discussions were very valuable and produced many real friendships and close technical ties.

It seems to me that more actual operation of equipment would accomplish very little except from a demonstration standpoint. It appears that slides or film and a speaker can do the job very nicely especially with a question period following the talk.

In my opinion, the workshop fills a real need and provides a close, technical tie among our association members. Certainly it gives us a chance to iron out problems which are a little different from those of commercial broadcasters as presented at the NARTB meetings.

After thinking over Ed Stasheff's talk on Engineering-Production Relationships, I feel we might go a little further in this direction since, with all our technical problems solved, we still must keep our directors and producers happy. I should also like to see routine maintenance and proof of performance measurements stressed again at our future meetings.

John H. Stiehl

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WBEZ---

1. Most of the lecturers were good in their presentation of the material. The material handed out at those sessions where this was practical, was found to be helpful. It was felt by many of the members to whom I spoke, that while the talks were interesting, they lasted a bit too long, making sitting (on those hard chairs) a bit wearysome. If a talk has to run over a long period of time, perhaps it could be broken up by a short stretch.

2. In looking over the advance program of the Workshop, I was impressed by the variety of subjects to be presented. Truly, I looked forward to it. And I was not disappointed by a single item. The several demonstrations on lighting, the wealth of material on Kinescope Recording, etc., were all very helpful.

3. Depending on the kind of people who would make up the Workshop, actual operation may or might not be of particular value to the member. When a group of 25 people is involved, smaller groups of 5 or 6 could perhaps be handled easily, if there were some other activity in which the remainder could participate.

4. The way in which the workshop was conducted was, I thought, very good. There was some comment on the part of others that "it was a long day from 8:00 A.M. to 10:00 P.M." but after all, that is to be expected when attending a "workshop." When the program tries to encompass that amount of material in so short a time, the day has to be made that long in order to fully cover the agenda. Sure, it would have been nice to have had time to "take in the sights" but that was not the intent and purpose of this session.

5. The way in which the NAEB Engineering Service could help our organization would be such as this: If we could have the benefit of Mr. Bidlack's know-how gained by visiting the many Educational TV stations throughout the country, in helping us lay out our studios & related space. But perhaps this is not the function of the NAEB TV Engineer. I think that the Engineering Newsletter, with its "Helpful Hints" is good. But we do not have the budget or the time to see how the other fellow is doing the same thing we are trying to do. We did a lot of pioneering in FM in the early days, had no one to follow, but with TV, with its diversity of space requirements etc., is something that is made easier by someone who has been around the many other completed stations.

In conclusion, I wish to state that I did get a lot out of attending the Workshop, both from the lectures and the "bull sessions" afterward, and in talking to individual members.

I want to take this opportunity to thank those whose generosity made it possible for me to attend, and the committee whose selection of me as a member.

Emil H. Andresen

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WILL-TV---

When I was first approached on the topic of attending the Workshop, I must admit I had little enthusiasm for the idea. In fact, to be perfectly honest, I was "agin" it. However, after due consideration, I decided to attend.

I must confess I expected very little when I packed my toothbrush and "other" pair of socks and set off for Michigan State and operation "Workshop." Thus, it was quite a pleasant shock to find the well organized and enlightening program presented there. The speakers did a tremendous job with their presentations. A great number of the topics covered situations now prevailing in our own operations and provided a base for future progress.

One other thing I appreciated greatly and valued highly was the chance to meet and talk "Shop" with other engineers. From these talks I learned a great many technical points and regained some enthusiasm for the business.

I have no concrete suggestions for improvements of the next workshop at the moment but I will send them in if any come to mind.

I would like to speak now for a place at any future workshops, and say thanks for the opportunity of attending the last one.

Donald W. Colaw

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WOSU-FM---

Since, to a large degree, the final picture on the air and/or kinescope recording, are the result of combined efforts by engineering and production, it seems to me that concurrent engineering and production workshop sessions would be most desirable. Only the relevant portions, in this case would be jointly attended. Such a joint workshop could be conducted in two sections. Each section could be made up of an equal number of engineers and producers thus not increasing the length of the workshop or overburdening the physical facilities.

Feeling that one of the most important products of the workshop is the exchange of ideas, experiences and problems, I greatly appreciated the talks by Chenoweth, Remley, MacIntyre, etc. This idea, of presenting speakers from member organizations, I would like to see retained, and, if possible, expanded in future workshops, in view of the shortened, compact schedule, with which, by the way, I am in accord, allowing less time for general bull sessions. These speakers could replace the obvious sales pitches which at present are unavoidable but, as time goes by, can be avoided.

I feel that actual operation of equipment is impractical and time consuming for such a large group. However, well-planned demonstrations, conducted by regular operating personnel, are of great benefit.

Not knowing just how much time the NAEB Engineering Service can extend the member organizations, it would be difficult to say how much help may be rendered. However, the Engineering Service, because of its unique position, can be of considerable value in the area of channeling information and ideas: while the Engineering Service may not be able to solve all members' problems and difficulties, it certainly is in a better position to direct these difficulties to someone who can help, or has undergone these same difficulties.

This year's well-conducted Engineering Workshop has been a very valuable, as well as, pleasant experience, and I sincerely hope that it will be continued.

A. J. Boggioni

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WOSU-FM---

In regard to your questionnaire, following are my answers:

1. No. I thought this year's Workshop went very well and was very happy with it.

2. Yes. I received exactly what was expected.

3. No. I think the theory and lectures would have been much better had there been groups of 25 or more people.

4. I went to the Workshop for information on the Kinescope Recorder and received much from the lectures and information which the other engineers passed out. I thought I received every thing I went up there for.

5. NAEB Engineering Service can help me best by keeping the paper going and picking out interesting new facts and developments.

This Workshop proved to me to be very interesting and educational.

Harold D. Gorsuch

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WOI-TV---

In response to your five point request, I submit the following. I definitely would like to see this type of program continued on a once a year basis. My feeling is that it should be kept on a conference level, rather than a workshop level. A very minimum of actual operating of the equipment, I believe would do the most good. To be quite frank, my hesitation in applying for consideration to attend was the name "workshop" and what it denotes. I am very happy my fears were unfounded and the time well spent. The basic question of just what your goals are would of course help make this decision.

As I envision this, would be to select the top men, much the way you did here, and keep the papers on a highly technical level, with perhaps a progress report from each of the major stations. In this way, we can widen our views.

I would like to recommend that a program be set up to facilitate an exchange of information between your kinescope supplying stations on a regional basis. I am convinced that the Center would benefit from a meeting of say one or two men from each of, say Iowa State, University of Minnesota, University of Illinois, St. Louis, and or what you wish. If these men could be encouraged to get together, say in five months and talk over problems and progress much should be made toward a higher quality, more uniform product.

You may be interested to know to what uses we have put some of the material. To date we have held three two hour seminars which covered the weeks work. This was well attended and stimulated a good amount of discussion. I have been planning the renewal of our technical seminars for sometime, and this gave me the stimulus needed to do so. I have material for many more sessions and hope much is accomplished. I plan using some items out of your NAEB Newsletter to give the fellows a feeling of comradship for our overall goal of supplying an educational type program to a minority audience. This should in a small way break down any resentments, conscience or otherwise attached to working at a station appealing to the minority audience, depriving them of that "winning team spirit."

I wish to thank you for your untiring efforts, as I appreciate your rather large organization problems in a meeting such as this and you have my vote for a job well done.

V. J. Kaspar

WOI-TV---

If the workshop were given again, I would like to see more time allotted to specific problems and fewer subjects undertaken. In some cases, more than one hour should be allowed depending on the individual speaker and the subject. The number of general subjects should be more limited. In short, there was too much material to cover in one week.

My main hope in attending this workshop was to talk to other people in the field of video recording to find out just where I stood. It was very reassuring to find that others have had the same problems and that I was on the right track. I did not find any single solution for making excellent kine recordings but I feel that it is within the grasp of the group represented at this meeting if we only had some way of coordinating our efforts and pooling our knowledge. The knowledge we have is spread too far and too thin. Many of the individuals most capable of solving these problems are burdened with other duties and cannot spare the time. Progress will continue to be slow as long as each station independently tries to solve the same problems.

James R. Johnson

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Wayne University---

The following comments comprise a "Workshop Members Evaluation Report" as requested:

1. Changes in organization or set-up or Workshop - I think the workshop was very well organized. The only difficulty I had was that some of the speakers had to leave early and we had such short breaks that I could not get to talk to them. I think that, if a little more time was allowed between speakers, things would be better.

2. Expectations - My main objective in attending the workshop was to meet other engineers. This I did and I found it most inspiring to talk to someone who has the same problems I have even if I could not find answers to all my problems.

3. Operation of Equipment - Actual operation of equipment is of course desirable but a lecture demonstration of equipment is also good. I think the lighting demonstration with the model and live camera was most effective. I think an actual demonstration of a staircase waveform generator would have been most helpful in connection with a kinescope recording.

4. Other Comments - none

5. Ways NAEB Engineering Service can help - I find that the members of the Wayne TV Staff are uninformed about certain aspects of TV engineering. I believe that certain articles on TV engineering should be selected to be read by non-engineering members of TV staffs. The production people should know and understand the limitations and possibilities of TV equipment. This information should come from NAEB to be authoritative.

Keith Kossuth

WHA-TV---

Suggestions:

I would like to see a somewhat shorter day, since I left with an exhausted feeling after the 8:00 AM to 9:30 plus, sessions. The term, "workshop," was overrating what actually happened. If the same format is to be used in the future, the term "conference," might be more applicable. I believe that if personnel attending future "workshops" are of the same level of operational experience that in many cases, the workshop technique would be of more use. The only place that I could see this technique used at this year's workshop, was the method used for only one demonstration---that of Kine-recorder operation. If one were to have a four unit demonstration with the participants split into four groups, on an experience level basis, with much more activity on the individuals part, I believe that the possibility of passing on more experienced "know-how" could be achieved. This would put a considerable load on the individual responsible for a demonstration. He would be required to repeat the same basic information to each group, plus trying to give those of different experience levels, the needed advanced material. Beyond that, this method would require at least the number of separate work spaces as there are groups. Perhaps a compromise could be worked out with only two units, on a rotation basis; rather than four units.

Although there was a wealth of material on the operational technique of lighting, Kine-operation, and some on theory of the same, too little was devoted to test procedures that would enable one to attain the standards that are hoped for in the NAEB. The two people who gave significant contributions to this, were Jack Chenoweth and Fred Remley, although some was made by George Howard, from General Electric, with his light meters. More in this line would have been greatly appreciated. It may be felt that this type of information should be a basic requirement for personnel in this field, but many of us have entered via other routes and do not have what I would call a working knowledge of common testing techniques used in the industry.

This workshop has given me a much better insight into the film recording business than I had before. Greatly appreciated, was the information given by Mr. Kelly, of J. A. Maurer Co., although it was not of a very technical nature. Never having been exposed to anything like large scale film processing, the trip to the small processing plant was enjoyed. It gave me a better understanding of the standardization of processing, as explained by W. H. Smith of Lakeside Laboratory. Paul Ireland's pertinent remarks were also enjoyed.

A note should be added in appreciation of the excellent talk by Prof. Stasheff, of the University of Michigan. His speech was by far, the most tension relieving.

From a humorous aspect and also providing some very useful information to one not familiar with microwave technique, was the talk of Alan MacIntyre, of WUNC-TV. It was well backed with factual information by Mr. McLaughlin, of Raytheon.

The wealth of other information available through talks and that gathered via the "bull sessions," was enlightening, and although I feel that I personally contributed little to the conference, other than my presence, I hope to see the expansion of the workshop in the future as a method to educate the educators in all phases of the NAEB program.

I wish to take my hat off to Mr. Cecil Bidlack, for a commendable job!

Arley F. Uhrig

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"Cy" Braum has sent us a copy of the "Federal Register" of December 9 (Vol. 20, No. 239) which includes the AM,FM and TV rules and Engineering Standards up-to-date as of November 3. Copies are available from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D. C. for twenty-five cents (25¢) each.

This publication is one that each Chief Engineer of an AM, FM or TV station should have since it contains Part 3 of the FCC's Rules and Regulations covering all Broadcast Services and also Standards of Good Engineering Practice of Standard Broadcast Stations. This revision is effective January 2, 1956. These rules will of course be reprinted in the usual FCC rule format and will be available from the Government Printing Office; however, at this time no date has been set.

All those considering applying for any class of broadcast license should also have the above material since necessary procedures for applications are outlined therein.

***

The FCC has also proposed rule making on an approved CONELRAD Plan for Noncommercial Educational FM and the International FM Services. This is outlined in Public Notice 25602 which may be secured by writing to the FCC requesting same.

***

SWAP SHOP

Elmer G. Sulzer, Director of Radio and TV Communications, Indiana University (Bloomington) would like to purchase a Western Electric 618 dynamic microphone. Since this type of microphone was discontinued a number of years ago, Sulzer would appreciate any word you might have about one being available.

***

Norman E. C. Maill, VPI Motion Picture Unit Manager has the following "slightly used," since July 1955, Bell and Howell camera equipment for sale. He states the equipment is in "excellent condition haveing had very little use to date. The usual B & H guarantee will go with it."

The equipment for sale consists of two outfits each with:

1 - 16mm Bell and Howell 70DH with single frame attachment; o.7", f2.5, Super Comat lens; 1", f1.4, Cooke Ivotal lens; 2.8", f2.3 Cooke Pancrotal lens; all with matching objective viewfinders.

1 - Bell and Howell 115 volt, 60 cy., 0.9 amp. 24fps cyncronous motor.

2 - Bell and Howell 400' magazines.

1 - Bell and Howell case which holds the camera, motor, 2 magazines and accessories.

We can sell these outfits for $1300 each, plus shipping and insurance costs.

If you are interested please contact Mr. Maill directly at Virginia Polytechnic Institute, Radio-Motion Picture-Television Service, Blacksburg, Virginia.

***

CONFIDENTIAL

TO: [illegible] BOARD OF DIRECTORS

FROM: Frank E. Cooley

Re: Requests to W. K. Kellogg Foundation

Skornia and I made personal renewal of [illegible] that was filed with Foundation June 30, 1955. That request was for [illegible]-year period.

Additionally, we sought acceptance of an [illegible] request, namely one in approximate amount of $10,000 for a "post filterer." This was done because Rockefeller has indicated we wouldn't get from them.

We talked with President Emery Hawkins and [illegible] of Education Division, Dr. Hamden Forgy.

We [illegible] pending, except they [illegible] as soon as possible. I shall give you my impressions.

I [illegible] a pretty good chance of [illegible] encouragement in amount requested per annum. This will [illegible] request for [illegible] to study [illegible] request at end of second year as [illegible] of previous operating funds from other than foundation sources. I was informed a request beyond three years, either now or later, [illegible] would be looked upon with favor by Kellogg trustees.

On the "post-filterer" request, we [illegible] was given assurance that it would be kindly received, and would be given [illegible] consideration. If granted, would come in first year of request [illegible], for which

If I seem out to be wrong, [illegible] will [illegible] and we back. I've reported on best guess. There may [illegible] be given [illegible] our requests on one-year basis.

FES:wc
cc: Skornia
Cohn and Foster

COPY

January 20, 1956

Dr. Maurice Seay, Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Maurice:

This is a request on behalf of the National Association of Educational Broadcasters to the W. K. Kellogg Foundation for a grant in the amount of $9,825 for the purpose of holding an educational broadcasting seminar as soon as possible after July 1, 1956. (See proposed budget, attached.)

PURPOSE AND NEED

In 1949 a seminar on the role and purposes of educational broadcasting was held at Allerton House, the University of Illinois conference center at Monticello, Illinois. (A copy of the report of this seminar is enclosed.) Another seminar, this time concentrating on the planning and production of educational radio programs, was held at Allerton House in 1950. Both of these conferences, financed by grants from the Rockefeller Foundation, were attended by educational broadcasters from all parts of the United States as well as representatives from the Canadian Broadcasting Corporation. Consultants were selected from both the fields of education and broadcasting.

Not only did these earlier conferences do much to raise the general level of educational broadcasting, increase awareness of the social problems involved, and raise the stature of educational broadcasters, but tentative plans laid at these conferences culminated in the establishment of the N.A.E.B. Network and a permanent national N.A.E.B. Headquarters, both made possible by a grant from the W. K. Kellogg Foundation.

Since the first two Allerton House Seminars great progress has been made in educational broadcasting, both radio and television. Now, six years later, educational broadcasters need to re-evaluate goals set by those first two seminars and re-examine educational broadcasting, its progress and goals, in the light of present-day conditions, not only in the field of educational broadcasting, but in the entire area of education. For example, there is definite need for the determination of the role which

broadcasting might or should play in the whole educational program of our nation in view of the mounting pressure brought to bear by the great influx of new students at all levels, elementary, secondary, college and adult. There are also numerous very real threats to educational broadcasting to be considered. Both radio and television frequencies allotted to education by the Federal Communications Commission are in danger. Recent editorials in the trade press and attacks from other sources threaten to curtail the logical and essential expansion of educational broadcasting, if not its very existence. A Seminar such as the one here proposed will enable leaders in the educational broadcasting field to meet with outstanding consultants to plan ways and means of meeting these problems.

ORGANIZATION OF SEMINAR

The proposed Seminar would bring together, for a period of ten days at Allerton House, 25 selected participants and resource personnel and consultants to aid in guiding the Fellows in their considerations of the problems here suggested and their possible solutions. Fellows will be very carefully selected by a committee appointed by the President of the N.A.E.B., and insofar as possible will be chosen from among the younger men and women of promise who occupy central positions of responsibility in educational radio or television. Selection will be made on the basis of the contribution to education that these Fellows can be expected to make as a result of attending this Seminar.

Consultants will, as in past seminars, be selected on the basis of outstanding leadership qualifications in specific subject matter areas nearest the core of present critical educational problems. All expenses for Fellows and consultants would be paid, and consultants would be given an honorarium.

A complete record of the deliberations of the Seminar would be kept and a comprehensive report published. This report would then be distributed at no cost to all members of the N.A.E.B. for their guidance and copies would be made available, at a nominal cost, to others desiring to purchase the report. Free copies would be distributed to recognized leaders and authorities in the entire field of education so that they may be made more aware of the growing potential of broadcasting as a specifically educational tool. Further, this report is expected to serve as a springboard for deliberations later carried on in small groups at subsequent Regional Conferences of the N.A.E.B. In this manner the valuable results of the proposed Allerton House Seminar would enjoy the widest possible dissemination and secondary as well as primary uses.

Respectfully submitted on behalf of
N.A.E.B. President F. E. Schooley and
the N.A.E.B. Board of Directors,

Harry J. Skornia
Executive Director

HJS:cr
Enclosures: Proposed Budget
Report of First Allerton Seminar

PROPOSED BUDGET

Food and lodging, 25 Fellows, 10 days @ $8.50 a day	$ 2,125.00
Travel (including meals en route), 25 Fellows, average 1200 miles round-trip @ $.08 per mile	2,400.00
Consultants and resource personnel, including honorarium and expenses	2,500.00
Reporting, editing, publication and distribution of proceedings	1,800.00
Management expenses (costs of planning, travel expenses for committee planning seminar and selecting Fellows, general administration of Seminar, etc.)	500.00
Contingencies	500.00
Total	$ 9,825.00

This grant would be handled as a separate project with separate accounting. Any unused balance from this one-time grant will be returned to the Foundation upon its conclusion.

CONFIDENTIAL

Report #10
2-2-56

TO: NAEB BOARD OF DIRECTORS

FROM: Frank E. Schooley

Re: Possible merger of AERT-NAEB

Letter below went to Leo Martin today

Dear Leo:

Let's explore the possibilities of merging/consolidating/absorbing -- I use 'em all just to be sure no bad connotations are placed upon consideration by anyone--- of NAEB-AERT groups. Do you have any ideas on how it could be done, under what conditions, etc.? I'm quite willing to study the problem to see what can be worked out, but maybe we ought to consider it personally first, then proceed with such steps as we agree upon. I don't want anyone to think that I'm trying to force through something that isn't desirable, and I'm sure you don't either, but I do think that much might be gained for educational broadcasting interests.

Good to see you last weekend. Sorry I didn't have more time to spend with you and others on the committee.

Best regards,

Sincerely,

Frank E. Schooley

I have good reasons to believe we can work something out. It will be delicate if we can. Maybe all of us can gain something. It would make one less horse in the race. Your reactions, pro and con, will help, but please let's be careful with this one. You might call this a trial balloon, but if it goes, maybe to credit of all.

cc: Skornia
Cohn and Marks

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: Officers and Directors

FROM: H. J. Skornia H.J.S.

SUBJECT: Second Quarterly (and therefore semi-annual) budget status - Headquarters (Kellogg) & Network.

DATE: February 9, 1956

Herewith statement as prepared by Harold Hill. If you have any questions or comments, we shall be pleased to entertain them, and try to give you the answers. Certain items (telephone, etc.) have not yet been billed to Treasurer Bob Coleman for expenses which are to be charged against NAEB General or FAE grants. These will result in some reduction of those items as shown this time. Annual phone rental is charged the first month of the fiscal year.

Herewith the percentages of the principal annual budget items expended during the first six months:

Salaries & Wages	44.6
Seminars, Travel, Research	15.7
Hq. Sup. & Exp.	48.8
Net. Sup. & Exp.	47.8
Adm. Exp.	42.2
Contingencies	00.0
(Average) Total	40.4% (balance 59.6%)

HJS:jy

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Excerpt from FCC's Amendment to Part 3 of the Commission's Rules to extend CONELRAD to the Noncommercial Educational FM and the International Broadcast Services

Accordingly, It Is ORDERED that Part 3 of the Commission's Rules and Regulations Be AMENDED to include the rules set forth in the Appendix attached hereto, effective January 2, 1957 or on such earlier date as the Commission, by subsequent Order, may designate.

APPENDIX

"Change title of Subpart G to read 'CONELRAD FOR STANDARD, FM, AND TELEVISION BROADCAST STATIONS'."

SUBPART H - CONELRAD FOR NONCOMMERCIAL EDUCATIONAL FM, AND INTERNATIONAL BROADCAST STATIONS.

3.1001 Scope and Objective

(a) This subpart applies to all radio stations in the noncommercial educational FM and the international broadcast services located in the Continental U.S., and is for the purpose of providing for the alerting and operation of radio stations in these services during periods of air attack or imminent threat thereof.

(b) The objective of these CONELRAD rules is to minimize the navigational aid that an enemy might obtain from the electromagnetic radiations from radio stations in the noncommercial educational FM and international broadcast services, while simultaneously providing for a continued radio service under controlled conditions when such operation is essential to the public welfare.

3.1002 Alerting

(a) All radio stations in the noncommercial educational FM and the international broadcast services licensed by the Federal Communications Commission are responsible for making provisions to receive the CONELRAD Radio Alert Message and the CONELRAD Radio All Clear. (As used herein the term "licensed by" includes every form of authority issued by FCC pursuant to which a radio station may be operated, including constructions permits, station licenses, temporary authorizations, etc.)

(b) The CONELRAD Radio Alert will be initiated by the Commanding Officer of the Air Division (Defense) or higher military authority.

(c) The provision of an adequate receiver, to monitor any standard, FM or TV broadcast station either by aural or by automatic means, during all hours of operation of noncommercial educational FM or international broadcast stations, will be considered as compliance with the requirements of paragraph (a) of this section. Other means of receiving the CONELRAD Radio Alert may be authorized by the Federal Communications Commission in special cases.

Note: Every standard, FM and TV broadcast station will be notified of the Radio Alert by telephone calls or by radio broadcasts. Immediately upon receipt of the Radio Alert, each standard, FM and TV broadcast station will proceed as follows on its normally assigned frequency:

(1) Discontinue the normal program in progress.

(2) Cut the transmitter carrier for approximately 5 seconds. (Sound carrier only for television stations).

(3) Return the carrier to the air for approximately 5 seconds.

(4) Cut transmitter carrier for approximately 5 seconds.

(5) Return carrier to the air.

(6) Broadcast 1,000 cycle (approximately steady state tone for fifteen seconds).

(7) Broadcast the CONELRAD Radio Alert Message as follows:

"We interrupt our normal program to cooperate in security and Civil Defense measures as requested by the United States Government. This is a CONELRAD Radio Alert. Normal broadcasting will now be discontinued for an indefinite period. Civil Defense information will be broadcast in most areas at 640 and 1240 on your regular radio receiver."

(8) The CONELRAD Radio Alert Message will then be repeated.

The CONELRAD Radio Alert Message, as set forth in (7) of this note is worded in a manner suitable for reception by the public; however, the message is also the CONELRAD Radio Alert. When this CONELRAD Radio Alert Message is received, all licensees must immediately comply with the CONELRAD operating procedure. The precise CONELRAD Radio Alert Message, above, will be broadcast only in the event of the actual Alert. In the event of a CONELRAD test or drill, broadcast stations will make an announcement that a test or drill is taking place.

3.1003 Operating During a CONELRAD Radio Alert.

(a) Noncommercial educational FM broadcast stations, upon receipt of a CONELRAD Radio Alert, will interrupt the program in progress, and broadcast the CONELRAD Radio Alert Message as in subdivisions (7) and (8) of the note to Section 3.1002. The station will then discontinue its carrier and maintain radio silence for the duration of the CONELRAD Radio Alert.

(b) International broadcast stations, upon receipt of a CONELRAD Radio Alert will interrupt the program in progress, may make a brief sign-off announcement not longer than one minute, and, except for those stations specifically authorized by the Federal Communications Commission to continue transmitting, stations in this service will leave the air and maintain radio silence. Stations in the international broadcast service permitted to continue transmitting will be individually authorized

to transmit by the Federal Communications Commission with concurrence of the Secretary of Defense, and the Director, Office of Defense Mobilization, and will transmit only urgent government broadcasts or messages. The stations' carrier must be removed from the air during periods of no broadcast or message transmissions.

3.1004 Identification

After receipt of a CONELRAD Radio Alert, noncommercial educational FM broadcast and international broadcast stations shall make no station identification either by announcement of regularly assigned call signals or by announcement of geographical location.

3.1005 Radio All Clear

The Radio All Clear will be initiated only by the Air Division (Defense) Commander or higher military authority and will be disseminated over the same channels as the CONELRAD Radio Alert. Radio stations in the Noncommercial Educational FM and the International Broadcast Services may resume normal operating schedules when the CONELRAD Radio All Clear is received, unless otherwise restricted by order of the Commission.

3.1006 Tests

Tests of the CONELRAD alerting and operating systems of the Noncommercial Educational FM and the International Broadcast Services may be conducted at appropriate intervals. Reports of the results of such tests may be required in a form to be prescribed by the Commission.

3.1007 Log Entries

Appropriate entries of all CONELRAD tests, drills or operations shall be made in the station log.

Copied NAEB Hq.
2/22/56 jy

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

March 9, 1956

TO: ALL ACTIVE MEMBERS

FROM: Frank E. Schooley, President

RE: NAEB EXHIBIT AT MENC CONFERENCE

We will have an exhibit at the annual meeting of the Music Educators National Conference, to be held in St. Louis next month.

We are sending the regular NAEB exhibit, with which you are all familiar, but since this is a "music meeting" we're adding something new.

We'll have a tape recorder and play-back equipment so that a few NAEB music programs can be broadcast at certain times. There will be a large sign at the exhibit saying EDUCATIONAL RADIO SAYS IT WITH MUSIC.

NOW HERE'S WHERE YOU CAN HELP!! As part of the exhibit we will display programs from member stations with their musical programs circled in red. Therefore, will you please send to Mary Jane Badino, at KSLH, St. Louis, as quickly as possible, your broadcast schedules or promotional materials with music programs underlined in red. Photographs of talent used in original music series would be a fine addition. Also any brochures about a specific music series.

March 12, 1956

Dr. Harry K. Newburn, President
Educational Television and Radio Center
1610 Washtenaw Avenue
Ann Arbor, Michigan

Dear Dr. Newburn:

Attached herewith are three radio program series proposals with the NAEB recommendation that one of them be produced out of funds the Center is presently holding for this purpose.

These proposals grow out of recommendations made by the NAEB Program Planning Committee. It will be noted that all are related more or less to our democratic, industrial society, and some of the problems with which such a society must cope.

In a logical sequence it was our belief that the first of this which might be produced might then be the one tentatively titled Industrialization, with those on the resultant problems: Gerontology and Mental Health perhaps to follow. However, the Committee agrees that other considerations may well dictate a wholly different order.

It will be noted that the budget for each is within the sum we understand to be available. In all cases this represents a reduction from originally recommended sums. We believe good programs can result on the basis outlined.

Our sincere thanks for the opportunity of presenting these proposals for your consideration. If further data or clarification are needed, please call upon us at any time.

Sincerely,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:wc -
Enclosures

On behalf of the Program
Planning Committee, the NAEB Board
and President Frank E. Schooley

Mental Health

Program Series Proposal

Mental health, like physical health, is closely related to the longer life and the many pressures which grow out of our industrialized society. The three series proposed here are all therefore in a sense functions of each other and very closely related.

NAEB members have already done a certain amount of work in this area. The "permissive interviews" and clinical recordings done by Parker Wheatley and the Lowell Institute Cooperative Broadcasting Council: A LONG LIFE and WE HUMAN BEINGS revealed some of the possibilities of radio in this area. These were some of the earliest programs on the NAEB Radio Network.

There have been later efforts in this direction by other NAEB stations as well. One of those which might best suggest the format and technique visualized for this series was done a few years ago by the University of Minnesota's Station KUOM: STATION SIXTY. This program won many awards and is still frequently requested by responsible and interested groups.

However, most of our member stations have not, without financial assistance, been able to devote the time, personnel and budget to this area which it deserves. For such programs require a great deal of each.

Radio will still offer many advantages over television in this type of project, particularly in the extent to which it makes possible the preservation of the anonymity of persons interviewed. Also visual realism in clinical situations which would be used are sometimes far more unpleasant than only aural recordings with the tape editing and simple montage effects which can be provided in order to convey some of the types of disturbance and treatment with which the series would deal. In all cases great care must of course be preserved to insure against

possible secondary and suggestibility effects on the listening audience. For this reason careful consultant checking by qualified psychologists was well as mental health, psychosomatic, and psychiatric specialists will be required.

This area also lends itself less well to problem areas or program titles without becoming fairly technical. It is expected that programs and heading might, more than in most cases, be determined by available subject materials such as might be found at the Menninger Clinic, or at the psychiatric clinics of some of our large universitites.

Mr. Harry Milt, Director of Public Relations for The National Association for Mental Health, Inc., of 1790 Broadway, New York 19, New York, and Mr. Jack Neher of the Mental Health Materials Center, at the same address, have urged that we arrange for a meeting with them there for adequate consultation which they do not feel can be adequately done by mail. At that time lists of consultants can be finalized. Dr. Rudolph G. Novick, Psychiatric Consultant to the Illinois Society of Mental Health is one whose name has been favorably mentioned. He has indicated in a letter to me his interest and willingness to cooperate, subject to further discussions in person. Others suggested include Dr. Dana Farnsworth of Harvard University, Mr. Jack Gliderveall of St. Louis, Dr. Ojemann of Iowa State, Mr. Robert Sutherland of the Hogg Foundation of Austin, and a representative of the National Congress of the PTA, which is also planning a project in Mental Health. As indispensable possible resource people the following would also need to be consulted:

Dr. Karl A. Menninger

(Home address: 1819 Westwood Circle, Topeka, Kansas;
Office: Menninger Clinic Building, Topeka, Kansas)

Dr. Roy R. Grinker

(Home address: 4940 East End Avenue, Chicago, Illinois
Office: Michael Reese Hospital, 29th & Ellis Ave., Chicago 16, Ill.)

Mr. Alex Sareyan, Executive Director, Mental Health Materials Center, 1790 Broadway, New York 19, New York

Dr. Charles Osgood, Institute for Communications Research, University of Illinois, Urbana, Illinois. (This organization is conducting a research study on Communication of Mental Health Information and has come up with some interesting information about what the public does and does not know about mental health.)

Dr. James F. Maddux, The National Institute of Mental Health, Room 200, 69 W. Washington Street, Chicago, Illinois.

Format and Series Length: This series would lend itself less than either of the others mentioned, to "drama." Some brief illustrative scenes might conceivably be necessary. However, half-hour, or full-hour actualities and interviews are visualized at this time, with careful professional guidance and analysis. The end result should help to reveal what is good mental health, and how it may be achieved and maintained. Therefore, format as such should be entirely secondary, and be dictated by the problems and subjects at hand, combining techniques, as needed, as WE HUMAN BEINGS, STATION SIXTY and the recent series YOUR MENTAL HEALTH, which we have secured and auditioned, from the U.S. Department of Health, Education and Welfare, all illustrate.

In this case a series of thirteen problems is visualized, organized in one of two possible ways: The first would include individuals and/or occupations into which problems are frequently divided: old age, adolescence, the criminal, marriage-related problems, children, etc. The second, and more likely organization, would include separate programs on aphasia, emotional deafness, paranoia, kleptomania, hypochondria, emotional deafness, emotion-caused speech impairments, shock, the various types of dementia, psychomatic medical problems, diseases of the nervous system, etc., with probable consideration of the various treatments (psychoanalysis,

shock, drugs, surgery) involved. Either organization would of course involve consideration philosophical, religious, racial, climatic and occupational factors and adjustments.

Budget: It is anticipated that except for narration and possible fees to proper authorities who actually appear on the programs, little "talent" cost would be incurred. Principal costs would be those for a top-flight coordinator-producer and considerable editing and time costs.

Production costs	$14,000.00
Consultant fees and travel	12,000.00
Promotion and discussion materials	6,000.00
Total	$32,000.00

It is believed that with available medical, psychiatric, clinical and production facilities and staffs, at key points around the U.S., an integrated series could be produced which would tap the principal resources of the United States in Mental Health. It is our belief that one of our member institutions, such as the University of Minnesota or Michigan, could be entrusted with the type of quality production needed.

HJS:jy
March 9, 1956

Industrialization

Program Series Proposal

Democracy has been at a disadvantage in many of the arenas of the world where it confronts Communism in a contest for men's minds and loyalties. For democracy is a political philosophy, fraught with responsibility and terminologies which simple people distrust or don't understand. Communism, on the other hand, has presented itself less in political terms of human rights and individual development, and has spoken of full stomachs, full lunch pails, full employment, and "sharing the spoils of the rich oppressors."

We have been told repeatedly by advisors from friendly nations both in Europe and Asia that what we need is a new approach, selling the products of democracy more than the abstract philosophy, putting our standard of living in a new framework which less fortunate people do not resent. We need to cease to sell democracy as such and begin to show how democracy works in a free capitalistic, industrial society. How does labor fare here? How free are men? What is urban and suburban life really like, all appliances aside? Who owns the corporations? What are the benefits of mass production? How free and how truthful are private, industry-controlled mass media? Does Wall Street run America?

The need for such a series has been expressed abroad and the International University of the Air has urged us to provide something for their over 20 native radio networks. But it should also be of great value to America in mid-century as we hear of Russian production of atomic devices, airplanes, engineers, scientists and literacy. We need to understand and reevaluate our blessings, re-study our sense of values, and encourage the maximum opportunity for dynamic development in our social and economic life.

Several approaches have been suggested. On the basis of present thinking, the following is a suggested approach:

1) A definition of industrialization and the problems of reconciling it with the ideals of democracy. The first results of industrialization are frequently to make people unequal, in view of the large sums of money required by corporations in a capitalistic system. Problems result from the creation of corporations at one end of the scale and labor forces at the other with consequent divergence in income and status.

Explanation of the general meaning of industrialization to various aspects of our national life is needed here. This might be illustrated by a program which might be entitled "When Industry Comes" to a city like Decatur, Illinois, for example, where the results of a recent, rapid industrial expansion have been studied.

2) The meaning of urbanization, together with problems of housing, and the mobility of population resulting from our present system would represent another potential general program. This mobility will be further discussed in various meanings in a later section devoted to Labor.

3) "The Role of the Farmer in an Industrial Society" would provide several programs in this series, covering the meaning of industrialization in terms of the cotton farmer, the grain farmer, the dairy farmer, and the small farmer in other areas.

This section would have its point of departure in an historical section dealing with the early settlers and pioneers. Subsequent aspects would include the first efforts of the farmers to organize, the Grange, the "alliances," the running of a presidential candidate by the Populist party which was an effort at "a farm party." Later sections would study other ways in which the farmer became a political and economic force, farm cooperatives, the Farm Bureau, replacement of farm labor by machinery, the depleting farm population, the big versus the little farmer, the owner and the tenant, farm science, and so forth.

4) The status of labor and the development of the labor movement would form another major section of this series. Such coverage would include the role of the worker in our earliest society, child labor laws, the relation of the elimination of slavery to our interpretation of labor freedom and mobility (both horizontal and vertical) and other early manifestations of the desire and the need for labor to improve its standards of living and working conditions.

The introduction of machinery and reactions to it would be studied. The origin of the "Knights of Labor," the secret group headed by Uriah Stevens, would be traced. The 1873 depression, and the new leadership which emerged from it, followed by the 1886 "The Hay Market Riots," the difficulties in winning public opinion support, the phase during which labor organizations and leaders were looked upon as foreign-born anarchists, would complete this first section, with possible additional illustrations from the Homestead Strike in Pittsburgh, and possibly the Pullman Strike in Chicago. In both these cases, as in virtually all previous ones, government and public opinion generally supported big business and capital.

The importance to the new approach which labor needed to win public support of Samuel Gompers would form another section. The recognition he provided of the fact that respectable methods were needed, and that responsible leaders needed developing, enabled labor to begin to regain favor in the public eye. The story of present labor activities would complete this section.

The extent to which the farmer and the worker had to struggle to eliminate the inequalities which the industrial system brought with it, but also the fact that they succeeded, show the problems and the possibilities of the capitalistic, industrial system where democracy prevails.

5) The corporations, their history, early ownership, and present ownership and public relations policies and labor relations would form the final section of

this series. The National Association of Manufacturers and other groups have promised an abundance of material for this part.

6) Suggested resources would include such persons as:

Solon J. Buck, THE GRANGER MOVEMENT

John D. Hicks, THE POPULIST REVOLT

Mary Beard, THE AMERICAN SPIRIT and others

Samuel Peter Orth, THE ARMIES OF LABOR

Harold U. Faulkner, LABOR IN AMERICA

Samuel Yellen, AMERICAN LABOR STRUGGLES

Other resources suggested include the Brookings Institution, through President Robert Calkins; Mr. Elbert Burr of the Monsanto Chemical Co.; Mr. Lawrence Rogan of the TWA (Textile Workers); Dr. Edwin Young of the University of Wisconsin Department of Labor Education; Professor Joseph Mire of the same institution; and Mr. Saul D. Alinsky, well-known author and student of the American labor and industrial scene.

7) Proposed format: If possible, this series should be planned in terms of 13 half-hour programs divided generally within the broad range suggested above. They should be a combination of dramatic, documentary, and talk presentations utilizing the resources of such people as Robben W. Fleming, Director of the University of Illinois Institute of Labor and Industrial Relations, and other comparable labor and industry institutes. Labor leaders and representatives of industrial groups would also be invited to participate as well as to suggest materials and consultants to assist with the series.

8) Proposed (estimated) budget:

For producer-writer	$ 8,000.00
For production and travel costs	12,000.00
For consultants	6,500.00
For distribution and promotion	5,500.00
	$32,000.00

This series, likewise, should be possible to produce at one or more of our member stations or production centers, on a contract or grant basis.

HJS:jy
March 9, 1956

Gerontology Series

Program Series Proposal

The NAEB suggests Gerontology as the subject for one of the three prestige radio series proposed. Such a series would be known by some variant of the title: Aging Successfully.

Problems arising from the increasing proportion of people over sixty in our population extend into nearly every aspect of American life: religious, social, medical, economic, industrial, housing, educational, political, transportation, law-enforcement, etc. A recent issue of Harvard Business Review stated:

> "It is a paradox that, whereas medical science has added 20 years to the life expectancy of the American male since 1900--and made him a stronger man at 65...he has not been able to stay in productive employment as long as his grandfather. While life expectancy after 65 has increased...over 10% during this century, average length of employment after 65 has decreased 10%."

Many studies, some very significant, have been launched in the area of Gerontology. Annual conferences have been held for the past several years at the University of Michigan. Legislative committees in some states have undertaken to study the problem, and related efforts are multiplying.

However, thus far no sustained series has been undertaken by the wireless media to bring the many facets of this problem to the attention of the people of America, all of whom will one day be, or already are, personally concerned.

In discussions carried on so far principally with Mr. Robert L. Peterson, formerly of the University of Illinois and Dr. Herbert Hunsaker of Purdue University, Chairman of the AEA Committee on Problems of the Aging, which has expressed great interest and promised full cooperation, the following are suggested as a possible Advisory Committee for this series:

1. Mr. Robert L. Peterson, formerly of the Business Management Service at the University of Illinois, (present address: 146 Clapboard Ridge Road, Greenwich, Connecticut), author of numerous studies in the field, Chairman.

2. Dr. Herbert Hunsaker, Professor and Assistant Director of the Adult Education Division at Purdue University, (mentioned above).

3. Dr. Wilma Donohue, Head of the Division of Gerontology at the University of Michigan, who is in charge of the annual University of Michigan Gerontology Conference.

4. Dr. E. V. Cowdry, President of the International Gerontological Society, and Director of the Division of Geriatrics at the Washington University Medical School, St. Louis.

5. Mr. William Rutherford, Peoria Attorney, who has endowed and financed the publication of the Bibliography of Gerontology and Geriatrics.

6. Dr. Martin Gumpert, author of Lifetime Living.

7. Mr. Ray Giles, retired business man, author, and editor of McGraw-Hill publications in the field of retirement.

8. Mr. Clark Tibbetts, of the Department of Health, Education and Welfare, Division of Gerontological Research.

9. Dr. N. W. Shock, Chief, Section on Gerontology, Department of Health, Education and Welfare.

10. Other specialists in related areas, such as Harry and Bonaro Overstreet, and Geriatrics representatives of various medical schools and colleges, are suggested as advisors as well in their areas of specialization, as needed.

11. Foreign scholars in this field, yet to be selected on the advice of the above. (Particularly England should be represented in view of its experience with social legislation.)

1. Proposed Programs (illustrative: subject to revision):

1. Introduction to Gerontology--the study of aging and the later years. Current research and progress. Illustrations and definition of the importance of the problem.

2. The increasing longevity of man and the problems created by the rising numbers of older people in our society.

3. The attitudes of other cultures and races toward old age. Historical and contemporary attitudes.

4. Building a philosophy for growing old and developing understanding, and public interest, in old age as a basic, solvable problem.

5. Medical aspects of aging. The physiological changes brought about by the advancing years.

6. The so-called diseases of old age; summary of medical progress in dealing with them.

7. The psychological aspects of aging. A review of research findings relating to mental ability in the later years.

8. The importance of continued intellectual activity if mental abilities are to be retained in the later years.

9. Sociological aspects of aging; the role and possible role of the older person in our society.

10. Economic aspects of aging; the financial needs of older persons.

11. Planning for retirement; laying out specific goals for accomplishment in the later years.

12. Profitable activities for older persons; ways and means of starting small business enterprises, etc.

13. The contributions which older citizens can make through participation in civic, social, and political activities; the community's responsibility for the local problem.

2. Production: Production could be done either at NAEB member stations, at the CBC, or in commercial studios, or all three, under the supervision of the Center. It is believed that such universities as the University of Michigan, where annual summer international gerontology conferences are held, and where Dr. Wilma Donohue is available, might, with possible financial aid to enable the securing of research, writing and production assistance, undertake such a series in whole or in part. Boston is also the scene of considerable activity in this field. A fine Industrial Program for Retired Persons has been on the air there for some time, supported by the Agnew Foundation (Mr. John Agnew, First National Bank of Boston).

It is also believed that actualities and interviews from other nations, which might be provided by arrangements with the CBC, BBC, ABC (Australia), RDF, RAI, and the Swiss and German Radio, with all of which the NAEB has excellent relationships, might greatly enrich understanding of the universal nature of this problem. Later use of some or all programs of this series by those nations, and possibly by the International University of the Air, should also be visualized, as mentioned below.

3. Format: The format visualized is a combination of drama-documentary-actuality-interview techniques as needed for a series of radio programs of from thirteen to perhaps sixteen one hour or half hour programs, preferably the former. Both the number and length of programs are subject to change as the plans for the series proceed.

4. Distribution: In view of the growing problem of the aged in foreign lands, and the extent to which these lands have looked particularly to England for guidance in solving this problem, it is believed that a significant foreign use would be possible for this series if a straightforward approach is used, and "tricky" production is avoided. This secondary use should be kept in mind in the selection of personal, social, economic and industrial examples for the series. Universality should be emphasized in all planning and writing. Foreign experts, serving as consultants, checking scripts in advance, will help insure wise planning in this regard.

Finally, it is our hope and belief that all or part of these programs might also be made into television kinescopes or films for the last step in the full use which should be visualized for this project.

5. Budget Suggested for this Series:

For general planning, writing and radio production as outlined above at an estimated $2,000 per program (plus $1,000 for general planning)	$27,000.00	
For coordinator, promotion and contingencies	5,000.00	
TOTAL (Estimated)		$32,000.00

The above budget does not include publication or recordings, both of which should be at least self-supporting. It will undoubtedly need to be revised as planning proceeds.

Supplement

A few selected references consulted in the preparation of this section include:

Arthur, J. K.: HOW TO HELP OLDER PEOPLE. J. B. Lippincott Co., New York, 1954, 1st Edition, 500 pp.

Gilbert, J. G.: UNDERSTANDING OLD AGE. Ronald Press Co., New York, 1952, 422 pp.

(THE) JOURNAL OF GERONTOLOGY

Lansing, A. I. (Editor): COWDRY'S PROBLEMS OF AGING. Williams & Wilkins, Baltimore, 1952, 3rd Edition, 1061 pp.

Lehman, H. C.: AGE AND ACHIEVEMENT. Princeton University Press, Princeton, 1953, 359 pp.

Peterson, Robert L.: THE EFFECTIVENESS OF OLDER PERSONNEL IN RETAILING (and other studies by him), University of Illinois Bulletin, Business Management Service Bulletin No. 607.

Shock, N. W.: TRENDS IN GERONTOLOGY. Stanford University Press, Stanford, 1951, 153 pp.

Corson, John J. and McConnell, John W., ECONOMIC NEEDS OF OLDER PEOPLE, The Twentieth Century Fund, New York, 1956.

HJS:jy
March 9, 1956

Report No. 16
3-16-56

TO: NAEB Board of Directors

FROM: Frank E. Schooley

RE: New Regions, Regional meetings

One action on which your president may have been remiss in last couple of months is in activating program to form new region in the Far West, and to push for regional meetings this year. Either before, or no later than Columbus Board meeting, you'll have definite recommendations. Meanwhile, if you have firm suggestions, please fire away. It may interest you to know that the president had just two responses from members when he asked for definite suggestions on re-regionalizing.

FES:jy

cc: Skornia
Cohn & Marks

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

March 23, 1956

TO: NAEB Board of Directors
NAEB Committee Chairmen

FROM: Frank E. Schooley FES.

RE: Board of Directors' Meetings, April 16 & 17, 1956

On or about April 2 an agenda for Board members will be drawn up. It will include items of business, some of which have already been supplied to Board members. It will also include committee reports and committee recommendations, where such is important for this meeting.

Therefore, please advise me before April 1 of such reports and recommendations that should come before the Board. If you have filed a recent committee report and wish this made an item of business, good enough. Simply so say, and it shall be done. If you have other or related items of business, please so indicate.

Your help will be appreciated, as usual!

FES:wc
cc: Skornia
Cohn & Marks
Bidlack
Novik

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

Apr. 15, 1956

IMPORTANT INFORMATION ON "PRIX ITALIA" ENTRIES FOR 1956

The Prix Italia is an organization originally established by the Radio Televisione Italiana in 1947. At the present time its membership consists of seventeen (17) different countries. These are: Austria, France, Great Britain, Italy, Monaco, the Netherlands, Portugal, Switzerland, Belgium, Germany, Luxemburg, Canada, Ireland, Japan and the United States. The United States is represented by the National Association of Educational Broadcasters.

The Prix Italia is interested in the encouragement and promotion of quality radio programs in the areas of music, literature and drama, and documentary broadcasting.

In 1956 the United States is a member of the Literature and Drama Jury. No entries in this area, therefore, may be made by the United States.

ENTRIES FOR MUSICAL AND DOCUMENTARY BROADCASTING

In 1956 the United States will enter two (2) musical programs and two (2) documentary broadcasting programs. The basic requirements for both types are that they be a minimum of twenty-five (25) minutes in length and may go as long as eighty-five (85) minutes.

The musical composition must be "with words," and should make use of the "electrophonic medium." This, therefore, confines musical compositions to such things as cantatas, operas, choral works or musical works employing narrators where the narration is an integral part of the music itself. The composition should have been completed within the past year and should likewise have been broadcast within the past year for the first time.

Documentary broadcasts in the Prix Italia sense refer generally to actuality broadcasts. The closer the program conforms to the notion of reportage, the greater consideration is given to the entry.

The prizes that are awarded for the best entries are not inconsiderable and in the past have approached the $7,000. mark. The exact figure is never known until the actual date of the award because of changes in exchange rates, numbers of countries entering, and other intangibles.

PROCEDURES

Member stations of the National Association of Educational Broadcasters are encouraged to submit entries in the field of music and documentary broadcasting to NAEB's Chairman of International Relations, Seymour N. Siegel, at 2500 Municipal Building, New York 7, N.Y., before May 15, 1956.

In the case of musical works, entries shall consist of:

1. Two (2) taped copies of the broadcast at 15 IPS or 7-1/2 IPS
2. Two (2) copies of the score
3. One (1) copy of the words or script of the broadcast
4. Biographical description of the composer and program notes concerning the background of the music itself.

In the case of documentary broadcasts, the following should be submitted:

1. Two (2) copies of the taped broadcast at 7-1/2 IPS or 15 IPS
2. A copy of the script of the broadcast
3. Biographical material concerning the writer and procedure of the broadcast.

Should NAEB decide to enter any composition or documentary broadcast in the Prix Italia, the composer and/or writer, and/or producer, will be required to sign two (2) agreements:

(1) An agreement to reimburse NAEB the sum of $1900. from any prize money which may be awarded.

(2) An agreement to permit rebroadcast of the prize-winning show by the broadcasting organizations of constituent countries at a copyright fee no greater than approximately $120. per broadcast. (The payment of a copyright fee does not apply to broadcasts in the United States by member stations of the NAEB where permission must be given for broadcasts without fee.)

The juries for 1956 will meet in Rimini, Italy during the first week of September. The 1956 Jury for Music will be composed of representatives from Belgium, France, Luxemburg and Monaco. The 1956 Jury for Documentaries will be composed of representatives from Austria, Canada, Great Britain and Switzerland.

Since there is a great deal of script translation, entry blanks, agreement details and other chores to accomplish, it is requested that entries be forwarded at the earliest practicable moment in the form above described. Further information, if required, is available by correspondence or telephone.

CONFIDENTIAL

Report No. 16
5-24-56

TO NAEB BOARD OF DIRECTORS

FROM: Frank E. Schooley

Re: Request to Ford Foundation

For your information only until publicly announced.

The NAEB request to the Ford Foundation for $94,000 to carry out certain activities during 1956-57 has been granted.

Scholarship program going. Seminar-Workshop working plans under way. JOURNAL study underway. TV services of NAEB continuing.

* * * *

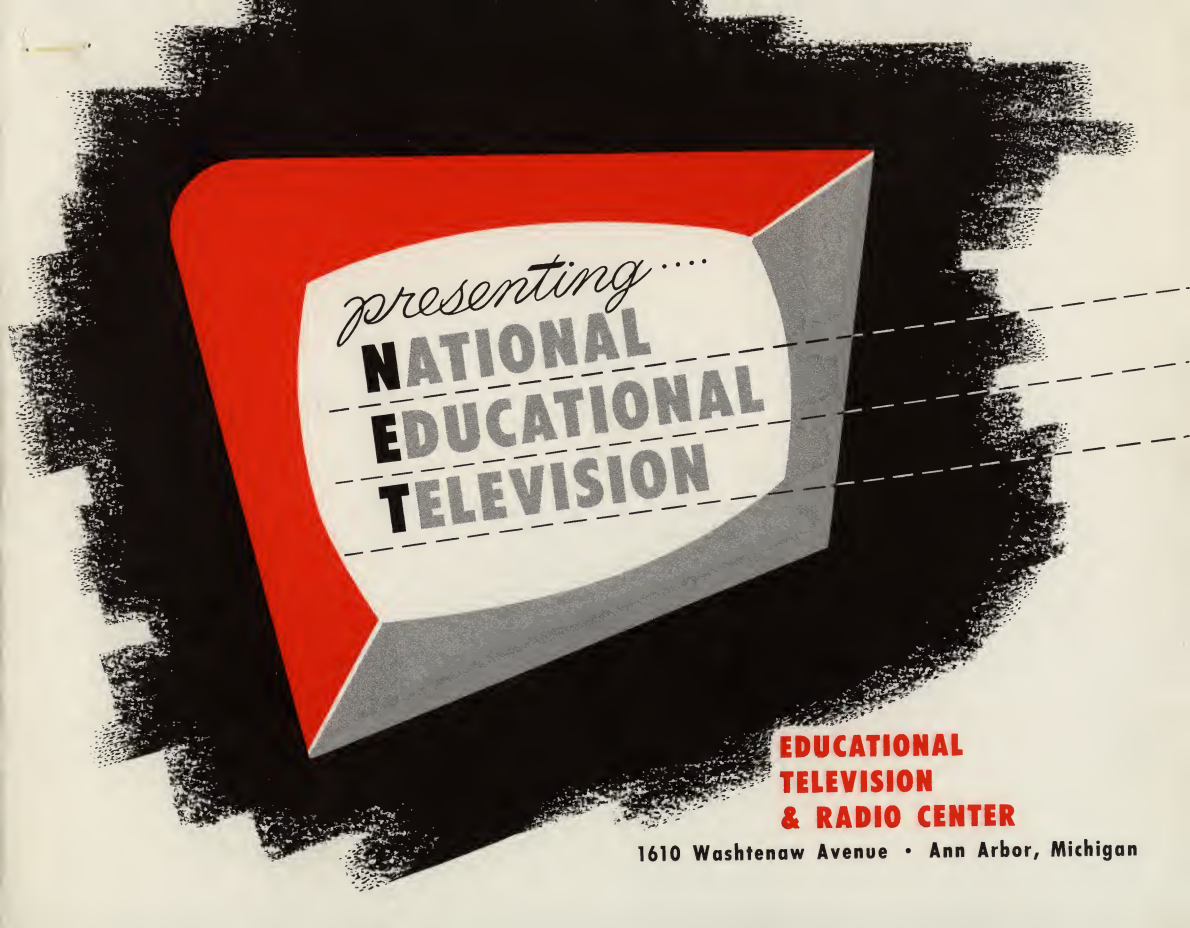
Skornia attended Region I meeting, attending Region IV. Schooley attending Regions V and VI in June.

Schooley also attending anniversary program of KUHT-TV, Houston, on May 29.

Engineers' Workshop meets here (Allerton Park) next week. In-School Committee of Network meets here next week, too.

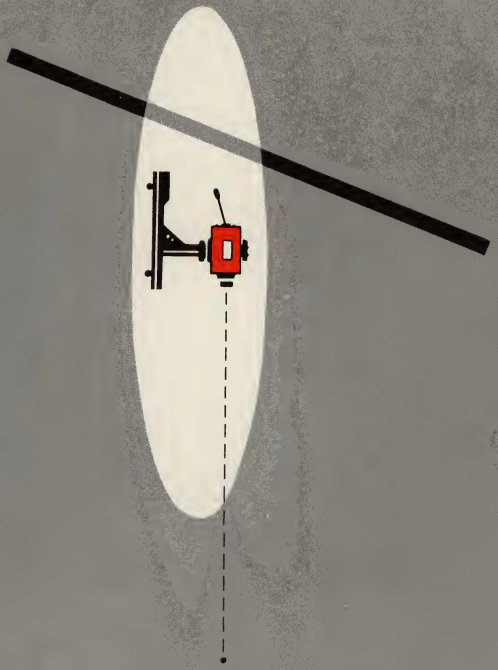
You have the highlights. I'll fill you in later.

Regards to all.

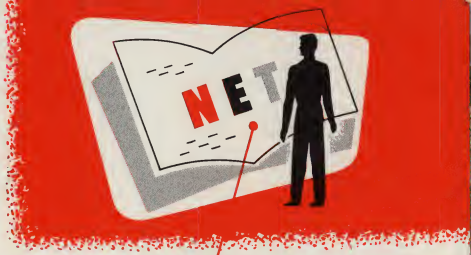


EDUCATIONAL TELEVISION & RADIO CENTER

1610 Washtenaw Avenue • Ann Arbor, Michigan



national educational television . . . *a reality*



NATIONAL EDUCATIONAL TELEVISION has become a reality for several million Americans living within the range of the nation's ETV stations. For them it has added another dimension to the educational and cultural resources of their communities.

Through the Educational Television and Radio Center, the promises of a national exchange of programs were fulfilled on May 16, 1954, when a regular weekly service began to the four stations then on the air. Today that service has grown in scope and in significance until it has become the focal point of the educational television movement.

The foundations for educational television were laid in 1952 when the Federal Communications Commission set aside 242 channels for the exclusive use of noncommercial, educational stations. Since then, 10 additional channels have been added.

Inherent in these reservations was a recognition of the potential force of television and the promise that such a force would be used for sound educational purposes. To bring that promise to a reality, educational institutions and citizens' groups all over the country went to work to make necessary plans and to obtain essential financing. Each institution and each group, however, sought only to secure educational television for its own community, within the range of the station it sought to establish.

The concept of educational television on a *national* basis, which meant that all communities within the range of educational stations would have the opportunity to profit from the best programs obtainable anywhere in the nation and that worthwhile programs would be developed especially for the medium from the best educational resources available, was made possible in December,1952 through the creation of the Educational Television and Radio Center.

A non-profit educational corporation chartered under the laws of the State of Illinois, the Center is governed by a 12-member Board of Directors, leaders in the fields of education, business and civic affairs. Its establishment was made possible by an initial grant from The Fund for Adult Education. Permanent offices have been maintained in Ann Arbor, Michigan, since September 1953.

Perhaps the extent of the Center's activities as well as something of their significance is best demonstrated by two related sets of facts. On the program side, since May,1954, more than 100 series totaling almost 1,200 programs have been developed or acquired. These have come from 75 separate producers, both national and international in scope.

On the distribution side, the service has grown from the original four stations to 15 with additional national coverage through the extended service and audio-visual distribution plans. Of even greater importance, these programs have represented approximately 75 per cent of the outside resources available to the educational television stations. (See Table 1.)

This brief publication cannot hope fully to present the breadth and scope of these activities, nor can it picture adequately the full measure of the educational resources which have been tapped. It can, however, give a kind of kaleidoscopic over-view of the national program service, suggesting in this manner its significance to each of the communities which have participated and to those with stations about to go on the air.

This, then, is a report of the first year of a national educational television program service.

TABLE 1

relationship of center service to station programming

PERCENTAGE OF ALL PROGRAMS	STATION		PERCENTAGE OF ALL NON-LOCAL PROGRAMS
14	KUHT	Houston	83
12	WKAR-TV	East Lansing	41
36	WHA-TV	Madison	95
20	WQED	Pittsburgh	50
61	KQED	San Francisco	89
17	WCET	Cincinnati	68
22	KETC	St. Louis	73
28	KUON	Lincoln, Neb.	91
12	WUNC	Chapel Hill	40
75	WTIQ	Munford, Ala.	100
18	KCTS	Seattle	95
19	WGBH	Boston	87
25	AVERAGE		75

principles of operation

A PROGRAM of educational service can be effective only if it is based on and grows out of well defined goals and objectives. Once such purposes are recognized, the entire operation can be given clear direction and outcomes can be checked against them as well. In one sense such purposes are implicit, even if not recognized, in the programs which are distributed and broadcast. However, real meaning can be given only when they have been designed consciously to contribute directly to established objectives.

Thus, in the early stages of operation, much time and thought have been given to the development of a rationale for the national program service In so doing, the Center has assumed a central role in conceiving, promulgating and testing a design for television as an instrument of education. Program development activities have had a direct effect upon the evolving conception of the use to be made of television for education.

At the outset it was necessary to formulate a set of basic assumptions and principles to underlie day to day operations. Foremost among these is the idea that an educational television program must in fact be educational; that it must effect changes in the viewer of an educational nature. While programs must be of sufficient interest to catch and hold the attention of a potential audience, their basic *raison d' etre* must be to educate. In practice this has meant that although entertainment values, humor and other such factors can be utilized wherever possible, they must always be the means to an end and should never predominate.

Within this framework, emphasis is placed on programs which will inform, will develop skills and abilities, will increase understanding, will inculcate appropriate attitudes and values and will affect behavior either overtly or covertly. The primary task has been to obtain programs directed at these goals which not only are of a high educational quality, but which are well produced technically and professionally and which are designed to attract and maintain interest.

Since education is a continuing process and little in the way of basic results ordinarily can be expected from a single performance, an attempt also has been made wherever possible to obtain programs in series in the belief that the cumulative impact of such recurring presentations will be more effective. This procedure also permits greater latitude in dealing with broad subjects than would be possible through the single program approach. This is not to say, however, that single programs have not and will not be distributed where such arrangements are justified on sound educational grounds.

"Frontier to Space" tells of man's attempt to use rocket power

While the national service has sought to provide programs of value to a relatively large number of persons, both at the adult and the child level, the fundamental interest always has been in what happens to those who view the programs. Numbers of viewers are important in the pragmatic sense, but the success of educational television can never be measured in terms of nose-counting. It can only be evaluated in terms of educational results, that is, the degree to which the viewer's information, skills, understandings or behavior, for example, are changed as a result of the experience.

For education by television to succeed, therefore, it is important that the actual program be reinforced by other educational experiences associated with it. Thus, attempts have been made to determine how programs can serve to stimulate other activities and in this manner to provide motivation for a more complete learning experience. Explorations of possibilities of this kind have been and

will continue to be conducted.

Major emphasis also is placed upon efforts to secure full rights to all filmed and kinescoped materials and thus to insure sufficient flexibility in their use. One of the great advantages of educational television rests in the ability to re-use materials wherever such programs possess sufficient educational value to justify such recurring broadcasts. Therefore, plans for the program service incorporate the idea of selecting a number of the more effective programs for re-run purposes. The extent to which such items are included in the long range program is indicated in Table 3.

While the Center has played a central role in the overall development of the medium as an instrument of education, it also has had special assignments to which it has devoted major attention. Most important of these has been the provision of a regular uninterrupted program service to the nation's educational stations.

This service has been built around the concept that it should be designed to supplement and enrich local program activities, not to take the place of them. In general, it has been assumed that not much more than 25 to 30 per cent of the total station schedule should come from the Center.

It was decided early in the history of the organization that a continuing and regular program service was essential. Theoretically it was possible to concentrate on a few programs of outstanding quality which would be sent out at irregular intervals, but practically speaking, this was not the case. It was apparent from the beginning that stations needed a considerable amount of regular and continuous program service to supplement local resources. Although the problem of providing a minimum of five hours weekly has been a considerable one, particularly during the first year of operation, it was and will continue to be a necessity if the stations are to have a balanced program service and are to broadcast on schedules which are sufficient to attract and hold an interested audience.

Since the Center's function is broader than that of serving merely as an indiscriminate supplier of films, it has attempted to develop a program of integrated and balanced services designed to present primarily liberal and cultural experiences spread over the various broad areas of intellectual interest. At present it undertakes to distribute one program per week in each of 10 broad fields as follows:

sources of center programs

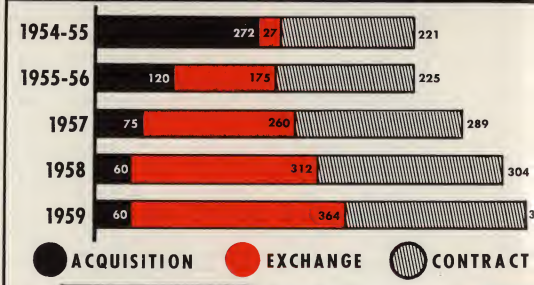


TABLE 2

1. History and Civilizations
2. The Individual and Society
3. Public Affairs
4. Literature and Philosophy
5. Music
6. The Arts
7. The Natural and Physical Sciences
8. Child Interests
9. Youth Interests
10. Special

It should be emphasized, however, that there is nothing permanent about any of these classifications. They serve largely as guides to the provision of balance within the service.

Still another basic policy is suggested by the above list of subject areas. After consultation with leading educational authorities, it was decided not to engage in the distribution or exchange of in-school materials, at least during the early stages of the Center's operation. This decision was based upon the assumption that many courses, particularly at the elementary level, will of necessity be local in nature and thus will not lend themselves to national use, except for research purposes.

It was clear also that some time would elapse before decisions could be made as to the demand for full course offerings by television as contrasted with materials to supplement and enrich the various subjects. Until such matters are clarified and the place of the national service in the total in-school program pattern becomes more evident, it was felt that these developments should be studied carefully in preparation for the assumption of appropriate responsibility at the proper time.

Finally, since content is all-important to an educational program, an attempt has been made to secure the most competent

assistance possible in establishing and evaluating the authority and the effectiveness of the program base. The plan which has emerged from the first year of operation calls for the use of large numbers of consultants to supplement the official program staff. Senior consultants are being engaged in the humanities, the natural sciences, the social sciences, in public affairs and in children's programming. These consultants assist Center personnel not only in developing the rationale in each of the major areas and in specific categories, but they also review program ideas and suggest other personnel to serve as consultants on more specific projects.

The Center is proud to announce that Dr. John Dodds, Director of Special Programs in Humanities at Stanford University, is serving as Senior Adviser in the humanities; Dr. Harold Urey, Distinguished Professor of Chemistry at the University of Chicago, as Senior Adviser in the natural and physical sciences, and Dr. Clyde Kluckhohn, Professor of Anthropology at Harvard University, in the social sciences.

The Center also has worked closely with other national organizations to encourage wider use of television for educational purposes, to promote local ETV developments and to develop relationships with educational and citizen groups interested in the medium. Among these organizations have been the Committee on Television of the American Council on Education, the National Citizens Committee for Educational Television, the Joint Committee for Educational Television and the National Association of Educational Broadcasters.

An advisory committee of the NAEB has been particularly helpful in program developments. Present members of this committee are Frank E. Schooley, University of Illinois; Graydon Ausmus, University of Alabama; John Dunn, Oklahoma Educational Television Authority; Earl Wynn, University of North Carolina, and Richard B. Hull, Iowa State College.

Great Teachers—Dr. Frank Baxter and Dr. Mortimer Adler discuss their teaching experiences

program development

THERE IS A TENDENCY in a rapidly growing situation to report progress in terms of numbers and percentages. Important as such statistics are to the understanding of progress in program development, even more significant are the improvements in quality and in the broadening of the production base which also have occurred during the year.

The national program service began its first year with only a handful of qualified producers and virtually no backlog of acceptable educational material. Today contracts have been completed with a wide variety of production sources including affiliated stations, university and college closed-circuit television studios, university and college film units, commercial film organizations, and with foreign groups such as the British Broadcasting Corporation. The service also is building up a library of significant and useful programs which may well become educational television's most valuable asset.

Sources of Programs

Not a producing agency itself, the Center has obtained its programs from three major sources: (1) exchange among the educational stations themselves, (2) existing educational film material and (3) production under direct contract.

The idea of an exchange of programs among the various ETV stations has been basic to plans for educational television since efforts were first initiated to secure and utilize channels for this purpose. While this source has not loomed large in operations to date, it is expected to increase materially as new stations come on the air and as existing ones solve various technical problems. Table 2, which indicates anticipated sources of programs in future years, reflects this potential.

Simple exchange of programs, however, might not always be consistent with educational objectives of a well-planned and integrated program service. Therefore the Center, in addition to exercising a high degree of selectivity, has made special efforts to condition and improve potential series and to encourage and strengthen quality programming by payment of a small honorarium for all materials selected for national exchange.

Another major source of programs has been the educational films already available for classroom and other such uses. To tap this source, it has been necessary to make extensive inventories of films available in this country and abroad and to work out legal and other questions of clearances for television. Several important series have been developed in this manner, but the source is expected to play a decreasing part in future program plans.

The assembling of a television series from films already available has in itself been a major production job. For each such series, an educational consultant is engaged—an authority in the field to be dealt with by the series—who reviews with a film specialist all of the films available, selects the best and builds them into a logical educational sequence. He then prepares a special script which serves as the framework for films in the series and also binds the total together. Currently this script framework also is being filmed so that when it is added to the existing material a complete program package on film is available to the stations.

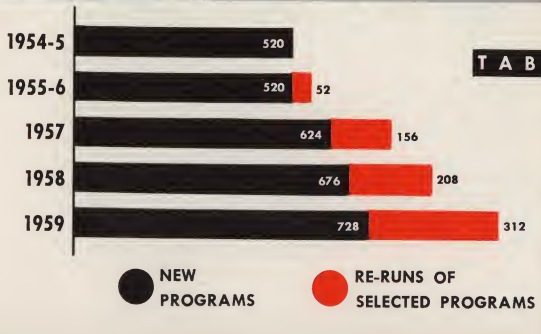
Perhaps the most fruitful source of programs to date has been through direct production under contract from the Center. Table 2 also indicates the importance of such production to total program development. Contractual agreements range from partial support where programs are re-created to full support of the entire project. Such productions are either kinescope recorded or produced directly on film.

Activities in this area have been marked by the development of an entirely new conception of production. The problem of keeping the educational purpose central without losing any of the technical and production skills so essential to quality has required a fresh look at the combination of elements necessary to a successful production. These elements are not necessarily found in the normal ETV operation nor in the successful film production or commercial television unit.

Such a balance has been achieved by a new pattern of production. In some instances this has taken the form of bringing to ETV stations or university closed-circuit operations outstanding commercial production talent, in other cases of

program plans

TABLE 3



Opera is made easy for the layman in "Spotlight on Opera"

arranging for consultation by nationally recognized content and production authorities with commercial film production units. The success of such production has been amply demonstrated in several outstanding series to be placed in distribution in the fall of 1955.

Technical Standards

Closely tied in with program development activities has been a continuing plan to improve technical standards among the educational television stations themselves. As one approach to this problem, a production handbook has been issued which has served to set the standards and requirements not only for any program intended for national distribution, but for local programs as well. Copies of this handbook, which sets forth general program policies and procedures as well as technical requirements, are available to all qualified producers.

Efforts to maintain and improve technical standards were given valuable support late in 1954 through a special grant from The Fund for Adult Education. This grant has made possible technical consulting services to all ETV production centers as well as a monthly appraisal of kinescope recording performance. Through this means the Center, with the cooperation of local agencies, has been able to maintain a constant check on production for national distribution, thus assuring higher quality and greater efficiency in the engineering and recording aspects.

Research and Evaluation

In developing an educational service it is necessary not only to have well defined goals and objectives, but also to determine, continuously, the progress which is being made in achieving those goals. An important part of program development, therefore, has been the encouragement of research and evaluation projects which will provide answers to such questions as the adaptability of certain types of material to television, the educational impact of selected series and programs, the effectiveness of various production formats and related matters.

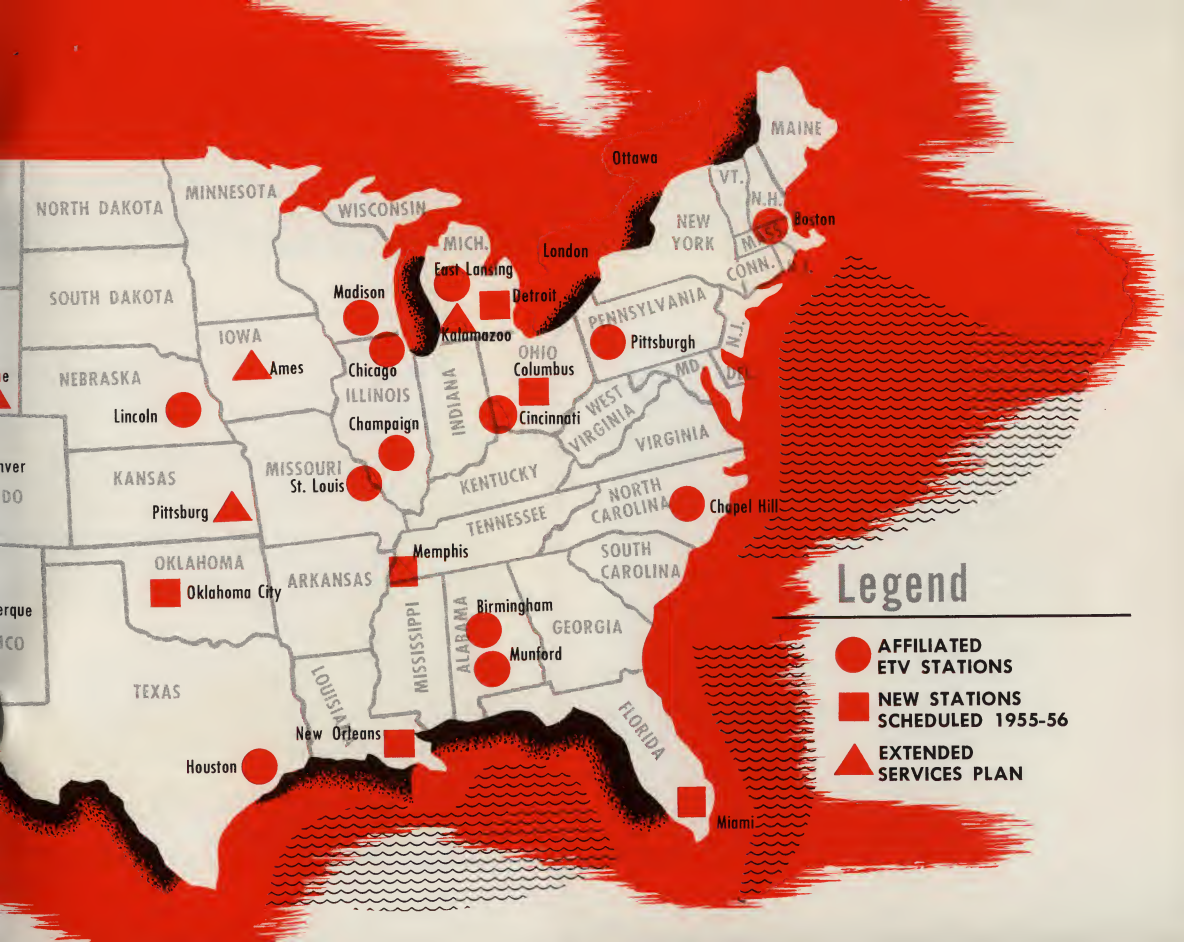
A conference of leading authorities in communications research was held in 1954 to review current activities in the field and to suggest areas of need and concentration for the future. The report of this conference, circulated to research directors, graduate deans and other interested officials, has served to bring these needs to the attention of educational officials who are in a position to stimulate and assist this type of activity.

Another outgrowth of the conference was a pilot project, currently being completed, to measure the value and effectiveness of a group of typical programs. The project involves testing of programs by panels of representative adult citizens, production authorities and special interest groups as well as general field audience evaluation. It is hoped that it will help to establish techniques of evaluation as well as provide information on selected kinds of programs.

NATIONAL EDUCATIONAL TELEVISION

program coverage

Educational television reaches across the nation, beaming information relating to every area of life from child care to rocketry and to music. This national medium has added another dimension to the educational and cultural resources of several million Americans living within the range of the country's ETV stations.


NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
NEBRASKA
IOWA
Ames
Lincoln
KANSAS
Pittsburg
MISSOURI
St. Louis
OKLAHOMA
Oklahoma City
ARKANSAS
TEXAS
Houston
LOUISIANA
New Orleans
MISSISSIPPI
ALABAMA
Birmingham
Munford
GEORGIA
FLORIDA
Miami
SOUTH CAROLINA
NORTH CAROLINA
Chapel Hill
TENNESSEE
Memphis
KENTUCKY
VIRGINIA
WEST VIRGINIA
INDIANA
ILLINOIS
Champaign
Chicago
Madison
WISCONSIN
MICH.
East Lansing
Kalamazoo
Detroit
London
Ottawa
OHIO
Columbus
Cincinnati
PENNSYLVANIA
Pittsburgh
MD.
N.J.
DEL.
NEW YORK
CONN.
MASS.
VT.
N.H.
MAINE
Boston
Legend
AFFILIATED ETV STATIONS
NEW STATIONS SCHEDULED 1955-56
EXTENDED SERVICES PLAN

NET

representative programs

As has been noted, approximately 100 separate series composed of almost 1200 programs have been developed or acquired in the first year of operation. Essential information on most of these is given in the list at the conclusion of this publication. While it is neither possible nor desirable to describe in full all of the series, a few examples can illustrate the scope and content of programming as well as underscore the emphasis which has been placed on educational content.

SOCIAL SCIENCES

In programming for the social sciences, emphasis has been placed on materials which deal with the individual and his relationship to other individuals and to society. Series in this area have been planned with the advice and guidance of distinguished political scientists, economists, sociologists and psychologists and in cooperation with leading national educational and professional organizations.

Typical of these are **Challenge of Foreign Policy** and **Parents and Dr. Spock** which deal with two major areas of concern for the social sciences. Each also illustrates a different type of production source, one being produced through an educational television station and the other coming from the closed-circuit operations of a major university.

Challenge of Foreign Policy—A series devoted to American foreign policy, its objectives, alternatives and consequences, these programs attempt to present a careful analysis of the nation's role in world affairs with respect to three groups of countries (1) those friendly to the United States, (2) those hostile to it and (3) those in the so-called neutral block. Produced by the University of Michigan, the series brings together a combination of distinguished content authorities, the resources of a major university and professional television production personnel. Among the guests are Harrison Salisbury of the New York Times, Senator Mike Mansfield of Montana, W. W. Rostow of the Russian Research Center at M.I.T., and Miss Dorothy Fosdick, author and former member of the State Department.

Parents and Dr. Spock—This is a series featuring one of the nation's best-known authorities on baby care and development, Dr. Benjamin Spock and a group of parents discuss everyday problems of rearing a family ranging from how much and what kind of attention should be given a child to how to handle competition between youngsters. The series is an example of the exchange feature of production, originating with station WQED in Pittsburgh.

Other programs in the social sciences include **The World We Want,** the New York Herald-Tribune's international youth forum especially recorded for television through arrangements by the Center; **The Great Plains Trilogy,** the story of life on the Great Plains of North America from 350 million years ago to the present; **Before There Was a U.S.A.,** the history of Colonial North America sketched by the Reverend John Francis Bannon, S.J., author of several works on American history; **The Teenager,** a frank discussion of problems faced by teenage youngsters and their parents; **People,** an adult education series in the field of general psychology, and **The U.N. at Work,** an explanation of some of the functions of the United Nations, utilizing films made by that organization

Representative of programs in planning or production are the following:

American Agricultural Policy, a series which probes the underlying policies governing the nation's agricultural economy and their importance to the average citizen; **Not in Our Stars,** 13 programs on mental hygiene and personal adjustment with Dr. Fred McKinney of the University of Missouri; **Dateline U.S.S.R.,** a critical evaluation of what is happening in the U.S.S.R. today through an analysis of current Russian newspapers, magazines and other publications, and **Town Meeting on Television,** an adaptation of the well-known radio forum, with participants including high-placed government officials, scholars and other authorities on subjects of national and international importance.

HUMANITIES

Programming in the humanities is planned to bring greater understanding of literature and the arts with emphasis on materials which will lead to a fuller knowledge and appreciation of the nation's heritage in these subjects. In general, programs employ master teachers who through explanation and demonstration help the viewer to develop a more critical approach and an appreciative consciousness not only of specific areas of the creative arts but of the whole broad field of humanities generally.

Typical of series of this kind are the following:

Music as a Language—In this group of 12 programs, Dr. Howard Hanson, Director of the Eastman School of Music, explains the basic components of music, using these to describe how a composer works, much as a writer, in preparing the score for an important musical work. One of the nation's foremost music educators, Dr. Hanson seeks to bring to the average adult citizen a fuller understanding and keener appreciation of good music. He supplements his lectures by playing selected pieces on the piano and also by bringing in professional musicians for demonstrations. The series is being produced under contract by the University of Rochester.

America in the Making—The story of the early development of America is told through an examination of the arts and crafts of the time. An example of direct production involving a major university, an outstanding museum and commercial facilities, the series consists of 26 one-half hour programs. Extensive use is made of materials from the Metropolitan Museum of Art which cooperated in the production. The series was recently awarded the Good Citizenship Medal

of the Sons of the American Revolution for its "outstanding dramatization of American History."

Other programs in the humanities include **Shakespeare on TV,** Dr. Frank Baxter's famous course which has been seen and enjoyed by millions; **The Great Ideas,** produced especially for educational television by Dr. Mortimer Adler; **This is Charles Laughton,** dramatic readings by one of America's best-known actors; **Religions of Man,** a survey of major religions of the world by Dr. Huston Smith of Washington University and **The Long Voyage,** WOI-TV'S award-winning dramatic series of readings from great literature.

Representative of programs in planning and production are the following:

Spotlight on Opera, featuring Dr. Jan Popper of the University of California at Los Angeles and professional artists in a series designed to bring about a better understanding of opera; **Art and Artists of Great Britain,** produced jointly with Arts Council of Great Britain and the British Broadcasting Corporation; **Music for Young Audiences,** in which outstanding musicians explain their instruments and perform special music for youngsters; **The Quill,** 13 programs devoted to the art and craft of writing with discussions of basic principles and philosophies by Dr. Edwin Peterson of the University of Pittsburgh; **The Oresteia Trilogy,** three performances of famous Greek dramas by students of Randolph-Macon College, and **I Hear America Singing,** readings from significant works of American authors, produced by WUNC-TV, University of North Carolina.

THE WORLD OF SCIENCE

Programs in the physical, natural and biological sciences are designed to make the adult citizen aware of the more significant aspects of the physical world in which he lives and their influence upon his present and future well-being. During the first year of operation, considerable emphasis has been placed on programs in science which treat in depth a variety of materials ranging from mathematics to rocket development.

Among the cooperating institutions have been the Universities of California and Michigan; the Physical Science Laboratory of the New Mexico College of A. & M. A., White Sands Proving Ground, and the California Academy of Sciences. Distinguished scientists who have appeared have included Dr. Edward Teller, Dr. Glenn T. Seaborg, Dr. Harold C. Urey, Dr. Earl S. Herald and others.

Typical of programs in this field are the following:

Frontier to Space—This is the story of rocket development told in a series of 26 programs produced by New Mexico College of Agriculture and Mechanic Arts in cooperation with White Sands Proving Ground. The series relates the fascinating struggle of man's efforts to harness rocket power beginning from earliest attempts to utilize single rockets to present day multi-stage rocket flights to outer space. Dr. Russell Sherburne, professor of physics at New Mexico College of A. & M. A., and distinguished guests tell the story in non-technical and interesting terms. The series uses considerable film footage of actual rocket launchings and flights at White Sands.

Science in Action—Produced by the California Academy of Sciences, this series ranges over the entire field of science from rain-making and volcanoes to detergents and plutonium. Dr. Earl S. Herald, curator at the Steinhart Aquarium, is host for the series which includes such guests as Dr. Seaborg, Dr. Urey and Dr. Howel Williams of the University of California.

Other programs in this area include **Understanding Numbers,** a popular telecourse designed to develop a better understanding of mathematical principles; **Magic of the Atom I,** a series of 13 programs for the layman on peacetime applications of atomic energy; **Frontiers of the Sea,** a report on marine research and its benefits to mankind, and **Electricity at Work,** an exchange program from Michigan State University on fundamental principles of electric energy.

Representative of programs in planning or production are **Magic of the Atom II,** a continuation of the story of peacetime applications of atomic energy; **The Elements,** the fascinating story of the composition of the universe, told by Dr. Glenn Seaborg, Nobel prize winning scientist; **Science in Sight,** 14 programs explaining the wonders of science to youngsters and **The Nature of Life,** an explanation of the nature of the animate world by Dr. H. Burr Roney, Associate Professor of Biology of the University of Houston.

CHILDREN'S PROGRAMS

Despite the general emphasis on programs for adults, considerable success has been achieved in creating significant and attractive programs for children. These programs, which cater to child and youth interests, combine an entertaining format with educational and cultural values. While far removed from the atmosphere of the classroom and other situations of formal learning, the programs are designed to inculcate desirable personal and social attitudes and to broaden the experience of the child, leading him to an interest in exploring the things of his own world.

Typical of programs for young people are the following:

The Friendly Giant—Planned for children in the two to six age bracket, this series recently won for WHA-TV a first place award in children's programming at the annual Institute for Education by Radio and Television at Ohio State University. The "Giant" is Robert Homme, producer of the show, who appears on sets scaled to the size of his puppet friends. A talented musician, Homme also reads from selected children's stories and plays nursery tunes for his friends. Programs are deliberately planned to avoid harsh conflicts and to put children in the mood for bed. The Center has contracted for 78 programs in this series.

Children's Corner—In this series, WQED's dynamic Josie Carey delights small fry with gay songs, exciting patter and a light exchange with various puppet friends including King Friday the Thirteenth, Daniel S. Tiger, Grandpere and others. WQED's most popular program, it has received tremendous response in the Pittsburgh area and is now being enjoyed by children throughout the nation. Produced by Fred Rogers of the WQED staff, the series is 39 programs in length.

Other programs of interest to children include: **The Finder,** designed especially for teenage youngsters and produced by KETC, St. Louis; **Mr. Murgle's Musee,** an explanation of the wonders of the world of science by a puppet to his less sophisticated friend; **Magic Window,** a series combining how-to-do-it instruction with story telling and games for young children, and **Storyteller,** produced by the San Francisco Junior League in cooperation with the San Francisco Public Library.

In planning and production are continuations of **Children's Corner, The Friendly Giant** and **The Finder** along with two new programs, **Crossroads Storyteller,** an attempt to interest youngsters in good literature by having an expert storyteller read from some of the best works for children, and **Buckskin Bob,** KQED's popular show for small fry designed to make history easy through the device of using a present-day cowboy who follows the trails of early explorers and adventurers.

distribution

THE DISTRIBUTION of educational television materials has grown from a servicing of the original four stations to a complex and intricate system reaching across the country and to international outlets as well. In general, three types of service have come to be recognized in the distribution pattern. These are: (1) to affiliated ETV stations as a part of their regular program service; (2) to universities, colleges and school systems in areas without ETV for use on the "extended services" plan, and (3) to schools, adult education groups and other educational organizations for classroom and related audio-visual uses.

Distribution to educational television stations is handled within the framework of the affiliation agreement. This agreement provides that each station by payment of an annual fee is entitled to a weekly program package consisting of a minimum of five hours (six and one-half during the summer of 1955) and to other services of the Center. At present all ETV stations on the air and three about to begin broadcasting are affiliated.

Stemming from educational considerations already discussed, the service to affiliated stations operates as an integrated well-balanced package unit. Thus, schedules are planned to provide a program per week in each of the major subject areas. Stations may take all or a part of this unit—leaving final selection in local hands—but ordinarily substitutions and changes which alter the program base are not made.

Since all programs are on film, the problem of handling—inspection, storage, shipping, receiving, etc.—is a major one. To assure professional standards in these operations, a contract covering that function was completed in October ,1954 with the audio-visual department of the University of Illinois. Transfer of all activities of this kind was completed early in 1955.

At the outset the decision was made not to "bicycle" prints (i.e., to ship from one station directly to another) even though such a procedure might be less expensive and certainly less bothersome. To maintain quality control, it was decided that all prints should be returned to a central point after each use, there to be inspected, treated and otherwise put in shape for shipment to the next station. While this system has increased the distribution burden, it has assured stations of receiving films in good condition ready for projection.

The actual distribution plan is worked out well in advance and attempts to meet two important requirements: (1) to provide the most effective service to stations and (2) to make maximum use of all sets of prints. It is set up, therefore, on a "block" basis with a group of stations beginning a new series on the same week. The groups are then rotated to give each station first-run opportunity on at least part of the series.

Essential to distribution operations are the informational activities through which stations are kept in constant touch with program plans. An attempt is made to provide general information on series in production and planning at least six to eight months in advance. This permits stations to integrate their own program efforts with the national service. Specific scheduling data, detailed descriptions of each program in a series, newspaper, radio and other publicity for use locally are provided with most programs.

Extended Services

The resources of educational television have been made available to several million additional listeners through the "extended services" plan announced late in 1954. Through this plan, colleges, universities, school systems and other educational institutions are able to obtain programs for use on commercial stations in areas which are without educational television.

Programs placed in the "extended services" distribution are limited to those which have been run on educational stations and for which appropriate rights have been obtained. Requirements are that they be sponsored by an educational institution and that there be no advertising of a business or product in connection with the program. The service also is available only in areas where there is no likelihood of educational television in the near future.

"The Friendly Giant," shown above, provides a delightful show for children

The present availability list includes 27 series totaling more than 450 programs. For the most part these are obtainable in series only, since educational continuity, as with distribution to ETV stations, is considered important. Programs vary in length from 15 to 45 minutes, but most run 30 minutes.

Rates for the service range from $30 to $100 per half hour program, depending upon the population of the community, with special rates available where more than one station is involved under the same educational sponsorship. While these rates are modest for television, they are somewhat higher than the cost of comparable programs to affiliated stations in recognition of the fact that ETV stations are contributors to the national program service whereas those using materials on the "extended services" plan are not.

The "extended services" plan already has made the resources of educational television available to four states without ETV and to other communities which are not reached by affiliated stations. Among the educational institutions which have taken advantage of the plan are the University of Nevada in Reno and Las Vegas, the University of Wyoming in Cheyenne, the University of New Mexico in Albuquerque, the Asheville (North Carolina) public schools in Asheville, Iowa State College in Ames, Kansas State Teachers College in Pittsburg and Western Michigan College of Education in Kalamazoo. It is expected that the services will be expanded rapidly in the months ahead.

Distribution of programs under the "extended services" plan is handled through the audio-visual unit at the University of Illinois in the same manner as for educational television stations. Detailed information as well as a list of programs available can be obtained from the Center.

Audio-Visual Distribution

Considerable demand for use of program materials for non-television purposes, such as showing in classrooms or at meetings of civic organizations, has developed in the early stages of operation. To meet these requests, arrangements have been completed to make selected series available to schools, discussion groups and civic organizations for non-broadcast purposes.

During the early part of 1955, an agreement was completed with Indiana University to handle all audio-visual distribution of film material developed for the Center. Under terms of this agreement, the Indiana Audio-Visual department reviews all programs and selects those it believes to have value for classroom and other such uses. Arrangements are then made to have prints placed at Indiana and other distribution centers around the country from which they can be rented or purchased.

Not all programs are available under this plan. Some are eliminated because necessary rights are not obtainable. Others, developed especially for television, are not considered suitable for general classroom uses.

Detailed information on the service and a list of the programs available can be obtained from the NET Film Services, Audio-Visual Center, Indiana University, Bloomington, Indiana.

"The Children's Corner," illustrated above, is one of ETV's most popular programs

block scheduling

SERIES: *Challenge of Foreign Policy*

1955 NO. IN SERIES: 13

STATION	September				October					November				December				January			
	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
KUHT	1	2	3	4	5	6	7	8	9	10	11	12	13								
WKAR-TV	1	2	3	4	5	6	7	8	9	10	11	12	13								
WHA-TV	1	2	3	4	5	6	7	8	9	10	11	12	13								
WQED	1	2	3	4	5	6	7	8	9	10	11	12	13								
KQED	1	2	3	4	5	6	7	8	9	10	11	12	13								
WCET					1	2	3	4	5	6	7	8	9	10	11	12	13				
KETC					1	2	3	4	5	6	7	8	9	10	11	12	13				
KUON					1	2	3	4	5	6	7	8	9	10	11	12	13				
WUNC-TV					1	2	3	4	5	6	7	8	9	10	11	12	13				
WTIQ					1	2	3	4	5	6	7	8	9	10	11	12	13				
KCTS									1	2	3	4	5	6	7	8	9	10	11	12	13
WGBH-TV									1	2	3	4	5	6	7	8	9	10	11	12	13
WILL-TV									1	2	3	4	5	6	7	8	9	10	11	12	13
WTTW									1	2	3	4	5	6	7	8	9	10	11	12	13

NATIONAL EDUCATIONAL TELEVISION typical weekly package

I. HISTORY AND CIVILIZATIONS
The Young USA (Father Bannon).....30 minutes

II. THE INDIVIDUAL AND SOCIETY
Parents and Dr. Spock .....30 minutes

III. PUBLIC AFFAIRS
The Challenge of Foreign Policy.....30 minutes

IV. LITERATURE
The Quill .....30 minutes

V. MUSIC
Spotlight on Opera .....30 minutes

VI. THE ARTS
Art and Artists; Great Britain.....30 minutes

VII. SCIENCE
Frontier to Space .....15 minutes
Magic of the Atom .....15 minutes

VIII. CHILD INTERESTS
The Friendly Giant .....15 minutes
Science in Sight .....15 minutes

IX. YOUTH INTERESTS
The Finder .....30 minutes

X. SPECIAL
Spirit of the United States .....30 minutes

radio

ALTHOUGH THE URGENCY of an expanding television development has required that the Center's major activities be concentrated in that field, the responsibility to educational radio has not been neglected. Funds have been set aside each year for the stimulation and development of educational radio programs of national significance. Arrangements have been made with the National Association of Educational Broadcasters to distribute such programs over the tape network operated by that organization.

Most of the radio programs have been acquired through a grant-in-aid plan offered annually in cooperation with the NAEB. Early in the spring each year, announcements are sent to interested agencies inviting them to apply for grants to aid in the production of programs they consider appropriate for national distribution. These applications are carefully reviewed and evaluated by an NAEB committee, which then recommends that certain grants be made by the Center. The completed programs are put on tape and made available to all educational radio stations affiliated with the NAEB.

During the 1954-55 academic year, grants were made to eight educational organizations. Participating institutions included the University of Alabama, San Bernardino Valley College, Millikin University, Ohio State University, the University of North Carolina, the University of Michigan, the University of Texas and the Lowell Institute Cooperative Broadcasting Council of Boston.

Similar grants were made in 1953 to Alabama College, the University of Chicago, George Washington University, Iowa State College, State University of Iowa, University of Massachusetts, Michigan State University and the University of North Carolina.

The 1955-56 grants are to be oriented to a central educational theme, "America in the Twentieth Century." It is also anticipated that one or more series will be developed for radio during the year which will involve heavier expenditure of funds and effort and which will have some qualities of the "spectacular."

In addition, special radio programs have been made available from time to time through the NAEB tape network. The three addresses delivered by Dr. Lyman Bryson at the University of Wisconsin as the first annual lectureship in adult education were distributed through Center efforts and illustrate this type of service.

By arrangement with The Fund for Adult Education, recordings of "The People Act" radio programs were deposited with the Center in late 1954. These are now available through the Audio-Visual Center at the University of Illinois.

A scene from "Challenge of Foreign Policy"—a critical analysis of the U. S. role in world affairs

looking ahead

As a result of experience gained the past two years, national educational television is prepared to move into a period of growth and expansion with full assurance that its contribution to the educational resources of the nation will be significant. The foundations have been laid, objectives developed and systematic working procedures established.

In looking to the future, however, it is possible to identify certain unresolved problems and questions. The following areas, among others, must receive attention in the months immediately ahead.

1. Continuing emphasis must be placed on strengthening and improving program quality. This will require a careful buttressing of present production agencies and the development of new centers for program production. Greater emphasis must be placed on procedures designed to tap more adequately the reservoirs of imagination and artistry in the cause of education by television. A special grant from The Fund for Adult Education will be used to bring outstanding production talent to the local stations to the end that the local staff will secure top level in-service training. This activity also should result in the production of some distinguished television programs.

It is essential that more adequate financial support be available to make possible the production of more high quality programs and to provide a firm base for long-range program planning. Efforts will soon be under way to secure such support in the form of matching funds from business, industry and educational foundations. Such assistance is essential to the continued improvement of the program service.

2. Concurrently with qualitative improvements in the programs to be distributed, it is also necessary to increase the *quantity* of programs supplied to the stations. To secure a continuing audience, stations are finding that they need to remain on the air for longer periods. If they are to increase their weekly schedules in any considerable degree, the Center must play an important role by assuming a portion of the new program load. Plans call for a gradual increase from the present service of five hours weekly in new programs to a total of seven hours in 1959, or from the present equivalent of 520 half hours annually to 728 half hours. Actually, because of the increasing quality of the programs available for re-run purposes, it is planned to offer the equivalent of three hours weekly of such repeats, thus doubling the total weekly service to 10 hours by 1959.

3. It will be necessary in the near future to re-evaluate the relation of the Center to the in-school program service. Many of the local stations soon will have sufficient experience with the in-school problem to determine rather clearly their own roles in such broadcasting. This should make it less difficult to assess the role of a national program service in this area. Once this role becomes clearly identified, the Center must take the necessary steps to provide appropriate service.

4. Efforts must be directed increasingly at the problem of reinforcing the television program as an educational experience. To this end, it will be necessary to encourage the local stations to supplement the broadcast with discussions presented live as follow-ups, with suggestions for reading, with guides to group discussions and similar activities. At the same time the Center must do everything possible to insert such aids into the programs themselves, or conversely to provide supplementary materials centrally. How such developments are to be provided and financed remains the primary concern.

5. Serious attention must be given to the "Extended Services" program during the next year or two. This service, designed to make it possible for local educational institutions to sponsor Center programs over commercial stations, has great educational potentialities. It has been introduced quietly and in an experimental fashion. It now seems clear that such a program provides an opportunity to give complete national audience coverage by placing such programs on commercial stations where no educational stations are or are likely to be in operation. This area will be given continuing attention during the ensuing year in an effort to extend Center program service to all parts of the nation.

Among other problems which will be given serious consideration are those related to the ever-increasing number of stations and the effects of such developments upon distribution, the rapidly growing demands for audio-visual uses of Center materials, and the problem of international program exchange.

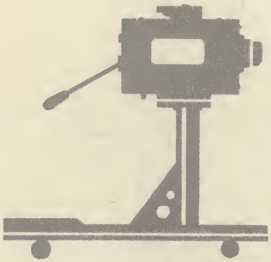
Progress of educational television on a national basis to date has been the result of interest and support from a large number of educational, civic and business organizations. Given continued support of this kind, educational television holds the promise of becoming, as its prophets have predicted, one of the nation's most valuable educational assets.

list of programs

SERIES	Programs in Series	Length of Programs (Min.)	PRODUCER OR DISTRIBUTOR
The Great Ideas	39	30	San Francisco Productions
Shakespeare on TV	32	45	CBS and University of Southern California
American Political Parties	13	30	University of Michigan
The World We Want, 1954	10	30	New York Herald Tribune
Understanding the Child	7	30	University of Michigan
Your Growing Child	26	30	Various educational film distributors plus continuity and script by Center
Understanding Numbers	7	30	University of Michigan
Magic of the Atom	13	15	Leo A. Handel Films
Electricity at Work	19	15	WKAR-TV, Michigan State University
Art and Artists; Great Britain	8	30	British Broadcasting Corporation
Here Is the Past	13	30	New York University
Storyteller	10	30	Carol Levene Productions
The U.N. at Work	20	15	United Nations plus scripts by Center
Men Toward the Light	13	15	American Foundation for the Blind
People, Places and Politics	12	30	Stanford University
Of Men and Ideas	35	30	WOI-TV, Iowa State College
A Voice out of Time	12	30	WOI-TV, Iowa State College
From the Mind of Man	64	30	WOI-TV, Iowa State College
Frontiers of the Sea	10	15	University of Miami
Magic Window	26	30	WOI-TV, Iowa State College
Reflections in Art	8	30	Various educational film distributors plus continuity and script by Center
This is Charles Laughton	24	15	The Tee Vee Company
The Finder	39	30	KETC, St. Louis
Tension Areas	6	30	University of Michigan
Science in Action	32	30	California Academy of Sciences
New York Times Youth Forum	32	60	New York Times
The Great Plains Trilogy	39	30	KUON-TV, University of Nebraska
Introduction to Art	26	15	University of California at Los Angeles
The Long Voyage	24	15	WOI-TV, Iowa State College
The American Economy	13	30	Commercial film plus continuity and scripts by Center
America in the Making	26	30	New York University
People	13	30	Hofstra College
Ballets de France	26	15	March of Time
Salzburg Marionettes	4	30	Trident Films
Spirit of the United States	15	30	Educational film distributors plus continuity by Center
Frontier to Space	26	15	New Mexico College of A. and M.A.
Eins Zwei Drei	24	30	WOI-TV, Iowa State College
Chez Mimi	13	15	St. Louis City Board of Education
Before There Was a U.S.A.	12	30	KETC, St. Louis
The Young U.S.A.	12	30	KETC, St. Louis
The Modern U.S.A.	12	30	KETC, St. Louis
The World We Want, 1955	14	30	New York Herald Tribune
Children's Corner	39	30	WQED, Pittsburgh
Mr. Murgle's Musee	26	15	WKAR-TV, Michigan State University
Governments and Human Nature	5	30	University of Chicago (WNBQ)
Challenge of Foreign Policy	13	30	University of Michigan
Religions of Man	17	30	KETC, St. Louis
The Friendly Giant	52	15	WHA-TV, University of Wisconsin
With a View to Music	11	30	KETC, St. Louis
Parents and Dr. Spock	13	30	WQED, Pittsburgh
Spotlight on Opera	16	30	University of California at Los Angeles
Music as a Language	13	30	University of Rochester
Point of View	2	30	T. W. Wilson Assoc.

EDUCATIONAL TELEVISION & RADIO CENTER

board of directors:



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